AUGUST 1, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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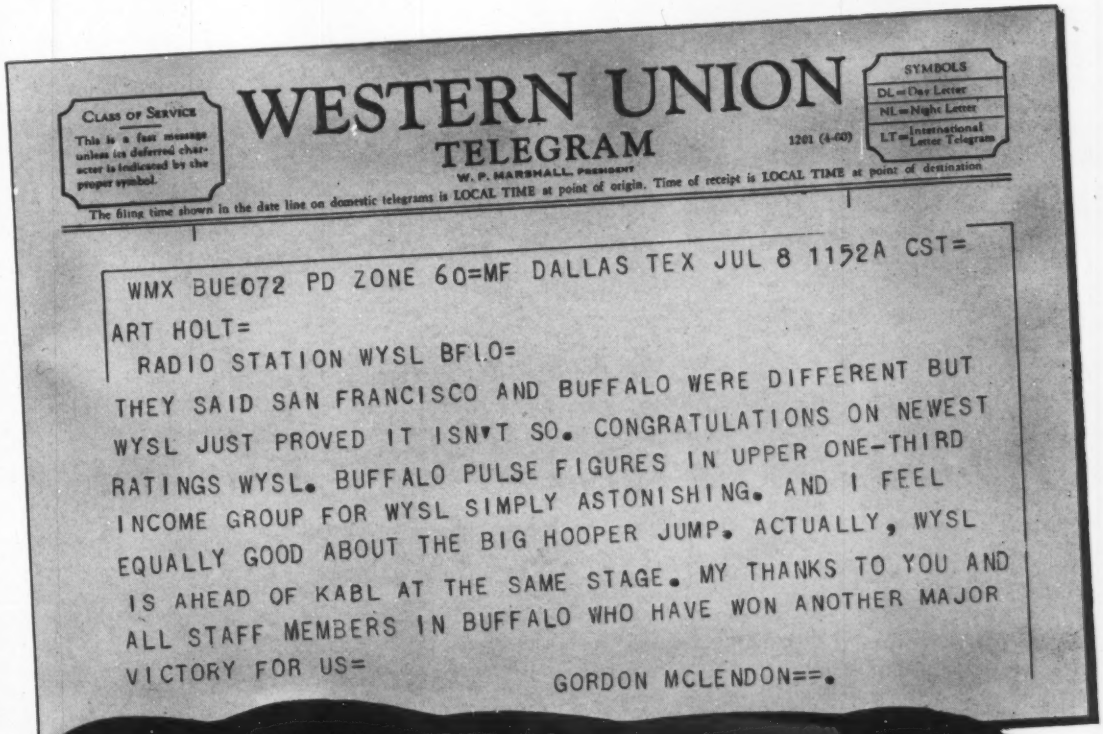


CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
1201 (4-60)
W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

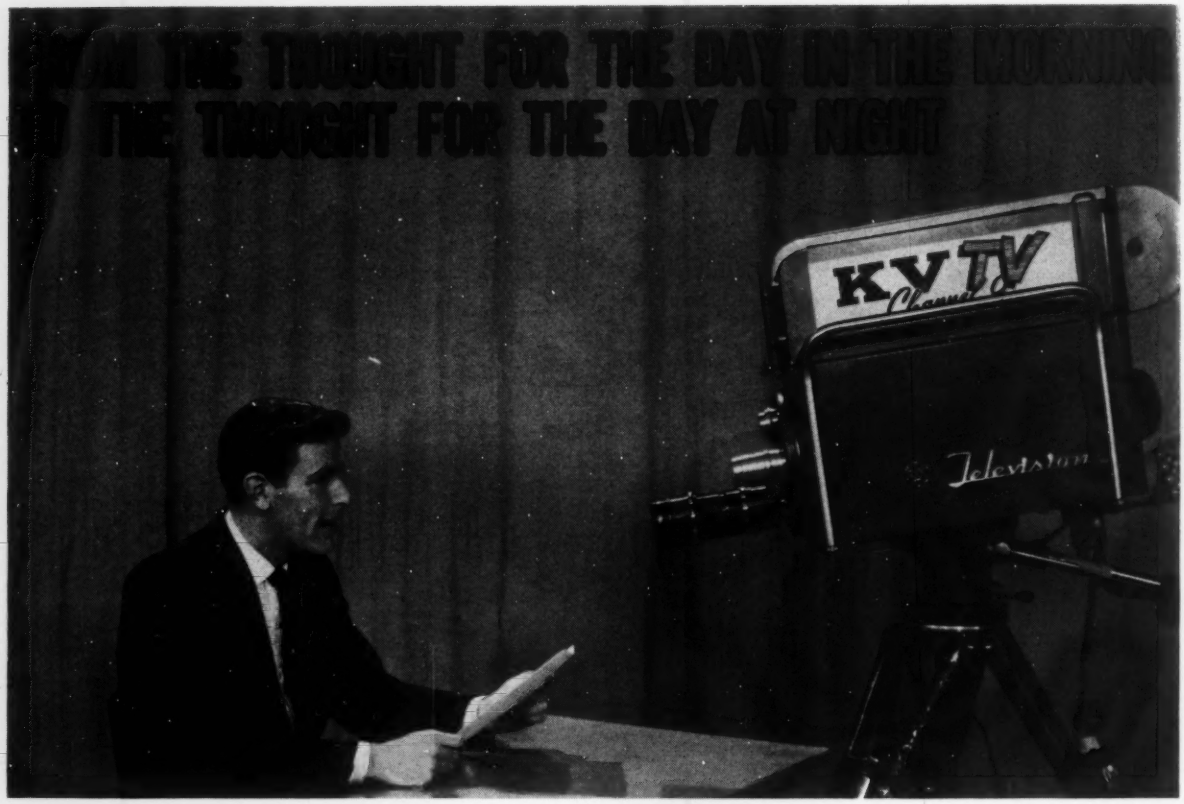
WMX BUE072 PD ZONE 60=MF DALLAS TEX JUL 8 1152A CST=

ART HOLT=

RADIO STATION WYSL BFLO=

THEY SAID SAN FRANCISCO AND BUFFALO WERE DIFFERENT BUT WYSL JUST PROVED IT ISN'T SO. CONGRATULATIONS ON NEWEST RATINGS WYSL. BUFFALO PULSE FIGURES IN UPPER ONE-THIRD INCOME GROUP FOR WYSL SIMPLY ASTONISHING. AND I FEEL EQUALLY GOOD ABOUT THE BIG HOOPER JUMP. ACTUALLY, WYSL IS AHEAD OF KABL AT THE SAME STAGE. MY THANKS TO YOU AND ALL STAFF MEMBERS IN BUFFALO WHO HAVE WON ANOTHER MAJOR VICTORY FOR US=

GORDON MCLENDON==.



NO MATTER WHAT TIME IT IS . . .

MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

At KVTV each day begins and ends with "the thought for the day." Between these thoughts—between sign-on and sign-off—KVTV dominates the Sioux City audience.* Because of the daytime-nighttime dominance of CBS, top-rated ABC shows and outstanding local productions, KVTV has more of your Sioux City customers viewing. Yes indeed, between "the thought for the day" in the morning and at sign-off, a lot of careful planning and thinking goes into every KVTV program.

* Nielsen, Feb., 1960

KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC

PEOPLES BROADCASTING CORPORATION

KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia
WRFD	Columbus-Worthington, Ohio

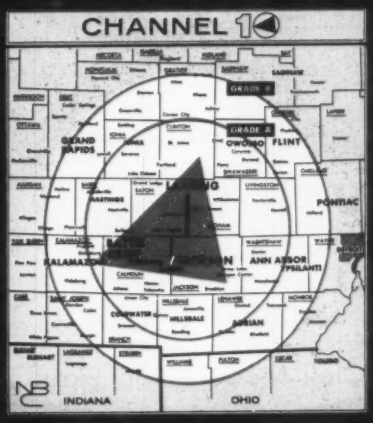
ONE SHOT TAKES ALL THREE

LANSING

JACKSON

BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market — Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area ranking 14th in retail sales — 26th in TV households**. Your play — call Venard, Rintoul & McConnell, Inc.*



WILX TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WILS — Lansing WPON — Pontiac

NG VALUES

1890

1960

New ERA Clothes Washer

Washes all goods from the finest laces to rag carpet without rubbing or boiling.

Nothing But Soap and Water Required. No Chemicals Used.

CLEAVER-FEARN

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

MULTI-CITY TV MARKET

Best buy in the Lancaster/Harrisburg/ York area today. This Channel 8 station is far and away the favorite in these three metropolitan markets and in many other communities as well. WGAL-TV delivers this responsive, prosperous viewing audience at lowest cost per thousand.

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Roving eyes ■ Look for new burst of activity by ABC International Div. in South America. Leonard H. Goldenson, president of parent AB-PT, leaves Aug. 9 for month's tour of virtually all countries there, may come back with new tv interests. ABC International already has acquired minority in Ecuador tv station, may add another, in addition to its previously announced association with five-nation Latin American tv network (it owns minority stock of all five stations, controlling stock of network and reportedly is on verge of first major time sale on network, which, incidentally, is programmed with ABC films).

At same time Mr. Goldenson is in South America, Oliver Treyz, ABC-TV president, will be in Europe scouting television possibilities there. ABC officials say they're discussing expansion in as many parts of free world as possible and already have added part interest in Beirut, Lebanon, tv station to international holdings that also include piece of NWS-TV Adelaide, Australia.

Another traveler ■ World expansion is also on RCA's mind, though that company's foreign activities are already extensive. RCA Board Chairman David Sarnoff and his wife will leave U.S. in mid-October for two-month trip to Japan, Hong Kong, Thailand, India, Turkey, Greece, Italy, France and England. He'll be keeping eyes open for new markets.

Gen. Sarnoff has reputation for being international-minded. He sat in NBC working area on Republican convention speakers' platform last Thursday during Vice President Richard Nixon's acceptance speech. Afterward, Mr. Nixon was heard to confide: "General, you heard that my ideas on the cold war generally coincide with yours."

Better job ■ Nomination of Henry Cabot Lodge as GOP vice presidential running mate of Richard Nixon eliminated one of better prospects for presidency of NAB, vacant since death last March of Harold Fellows. Mr. Lodge, it's known, had been approached regarding NAB and was high on priority list. But while he showed some interest, he made no commitment, presumably at that time (last April) having had in mind possible selection for Republican ticket's second slot.

New ratings factor ■ Television ratings will be shown on new (and possibly deflating) basis in A.C. Nielsen Co. pocketpieces, starting with issue out this week. Instead of computing ratings on "program station basis," which compensates for fact that some programs are carried by fewer stations than others, pocketpieces henceforth will show ratings as percentage of total U.S. television homes. Thus, other things being equal, program on short lineup would have lower homes potential and thus get lower rating than one with long, major-market lineup. ABC, which traditionally has had more live-clearance problems than other networks, presumably will feel most effects of change.

Nielsen says, however, that actually there won't be any major change in rating levels because program coverage now is so high; lineups are longer on all three networks and there's more over-lapping of service of affiliates of same networks. Nielsen holds that there's no longer direct relationship between coverage and delivered audience —70 stations can reach 90% of U.S. tv homes and adding 100 others would increase figure by only 7% (but could increase audience by 35%). Nielsen also points out that homes-reached figures in pocketpieces will not be affected and, if anybody wants rating based on pure popularity, he can go to Nielsen 24-market report where all three networks are competing under identical conditions.

CBS Radio revisions ■ It's almost certain that CBS Radio's Program Consolidation Plan will undergo major changes (CLOSED CIRCUIT, July 25). Special committee of affiliates has agreed on details—including heavier news emphasis, end of daytime serials, cut in network free hours—and will present them to full CBS Radio Affiliates Board at meeting in Ponte Vedra Beach, Fla., Aug. 8-9. Board acceptance is regarded as inevitable. After that it's matter of working out timetable for change.

Almost but not quite ■ FCC last week seemed on verge of ordering *en banc* hearing on Hartford, Conn., pay tv test application but at last moment Friday decided to pass over vexatious problem until fall. Division at commission and at staff level seems to be on whether FCC *en banc* hearing should be limited to Hartford application (filed by RKO General Inc. last June) or should be expanded to encompass larger policy issues of tollcasting.

Delicate questions of law seemingly are involved and FCC staff, up to general counsel's office, are at odds on just what is correct procedure. Commission is also very much aware Congress is looking over its shoulder on this one. Subject of Hartford application is scheduled to be taken up again Sept. 6 at first meeting on return of FCC from August vacation.

Special reports ■ NBC's corporate planners are interested in new project to furnish business reports to companies via audio circuits. Venture is called National Business Communications (NABIZCOM), is being worked out by network in association with Leo Cherne's Research Institute of America. NABIZCOM was tested July 12-13-14, drew 150 calls to hear reports on labor relations, taxes, foreign trade, other specialized news. Subscribing businessman would call NBC number in New York (Circle 7-8300), ask for "NABIZCOM 1" (or 2 or 3, etc., depending on type of information he's after). Project is described as in "embryonic" stage.

Mirror, mirror ■ NBC is thinking of conducting private survey of advertising agencies to find out at first-hand what sort of image it has among its customers. If it gets go-ahead, project would be follow-up to similar study by BROADCASTING showing varying agency attitudes toward all three networks (BROADCASTING, July 25).

Back on the farm? ■ There's more than mere investment interest in Connie B. Gay's buy of KFEQ-TV St. Joseph, Mo. (see page 10). He makes no bones about desire to originate network coast-to-coast tv farm and home show from his St. Joseph station (after FCC approves his buy), similar to radio's venerable *Farm & Home Hour* on old Blue Network. Mr. Gay was producer of radio *Hour* when he was with Dept. of Agriculture back in 1930s.

Big brothers ■ How did network brass keep abreast of what competition was doing at political conventions? Each network had its own executive room, both in Los Angeles and Chicago, with monitors mounted parallel, duplicating master controls. Audio was controlled by remote push button. First arrangement of this nature was introduced dozen years ago by CBS Inc. President Frank Stanton, who customized set-up for his New York apartment.

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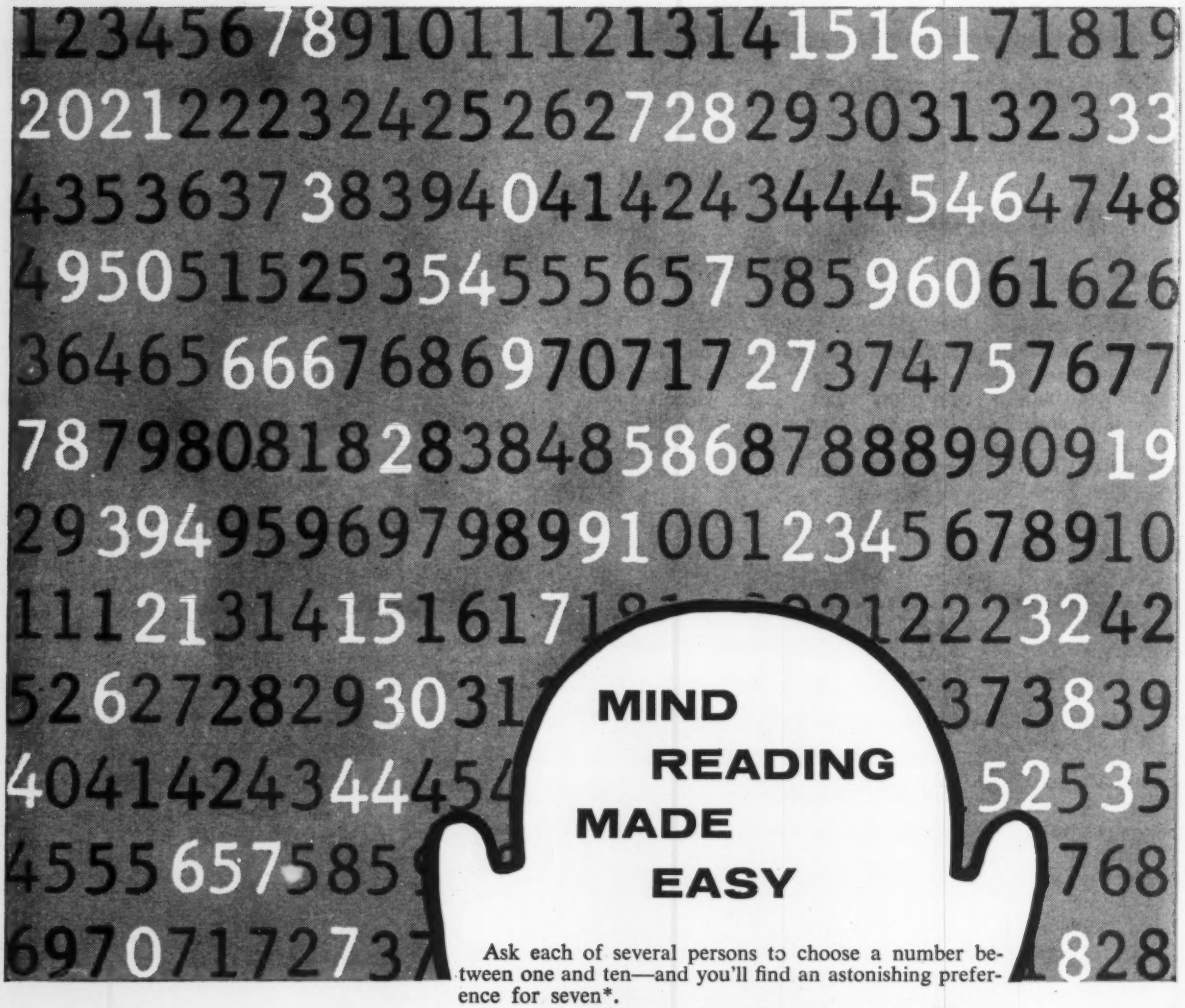

MIND READING MADE EASY

Ask each of several persons to choose a number between one and ten—and you'll find an astonishing preference for seven*.

Now try another one on ten acquaintances—at different times, of course: Ask for a two-digit number between one and fifty. Specify that each digit must be odd—and different. Give as an example the number eleven, which, though each digit is odd, cannot be used because the two digits are the same. It is important to give the example.

For some reason, one number crops up far more frequently than others.

Drop us a line† when you discover what that number is. After a few tries you'll be able to write down the number in advance—and be right a great number of times.

---

* *Not at all astonishing in the Washington market, where WMAL-TV has emerged as the nighttime favorite.*

† *We're liable to reward you with Dudeney's "Amusements in Mathematics"—Dover Publications; repeat winners will receive other valuable (?) prizes.*

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

WEEK IN BRIEF

MR. KLAPPERICH

Needed: exclusive spot tv organization ■ The rising cost and difficulty of doing business in spot television can be offset by (1) finding easier ways of doing business and (2) doing bigger volume. At least this is the practical theory of one midwest agency executive. To help achieve it, Ralph W. Klapperich, in this week's MONDAY MEMO, suggests the formation of an organization exclusively devoted to the promotion of spot television. He's vice president and media director of Knox Reeves Adv., Minneapolis. Page **24.**

A sharper watch on programming ■ FCC tells broadcasters where and how they intend to make judgments at renewal time. Page **35.**

And the staff's proposals ■ Accompanying the FCC programming report was a 380-page roundup of testimony at last winter's program inquiry plus recommendations for commission action (some of which were adopted). Page **36.**

Tv-minded Lestoil shifts gears ■ House agency concept abandoned as account goes to newly-merged Sackel-Jackson agency. Page **40.**

Cold war over post-'48s: Station buyers of film are cool to purchasing post-'48 features at prices they call "out of line", while distributors insist they will hold the price line. Page **48.**

Tv, it's terrible ■ At least that's what a majority of comments indicated during *Open End* syndicated program including newspaper-producer-actor panelists but no broadcasters or advertisers. Page **56.**

Politics ad infinitum ■ So you think Los Angeles and Chicago wound up the big coverage splurge in politics? They were just practice for the campaigns, broadcasters report, as the networks offer prime hours for Nixon-Kennedy debates (page 62) and FCC raps kunckles of Little Rock, Ark., tv stations for pre-empting GOP coverage to present local pre-election talks (page 64). The wrap-up starts on page **62.**

Storer buys WINS New York ■ Agrees to pay $10 million for 50 kw outlet now owned by J. Elroy McCaw; puts up $100,000 for option. Storer must dispose of one of its am stations in order to close the deal. Page **76.**

Vhf boosters authorized ■ FCC accepts vhf repeaters for television; issues order setting up requirements and agrees to begin processing applications Sept. 6; tells those already operating they must conform to new rules. Page **84.**

Jerrold wins partial antitrust victory ■ Federal judge says Jerrold tie-in contracts in early days of growth of cable systems all right, but issues injunctions on practices from now on. Divestiture of Jerrold's nine cable companies denied, but additional acquisitions must have court's approval. Page **88.**

Liquor ads in Canada ■ Ontario gives approval to all media for such advertising. Page **91.**

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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN ARCHITECTURE IS REPRESENTED BY CONNECTICUT'S STATE CAPITOL IN HARTFORD. DESIGNED IN 1871 BY RICHARD MARSHALL UPJOHN. A FEW RODS AWAY. THE CORNING MEMORIAL FOUNTAIN REFLECTS QUALITY IN SCULPTURE.

IN RICH. RICH SOUTHERN NEW ENGLAND. QUALITY IN BROADCASTING HAS BEEN THE HALLMARK OF WTIC RADIO FOR THREE AND ONE-HALF DECADES.

WTIC

WTIC 50,000 watts HARTFORD, CONN.

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

WNYC INVITES FCC UHF STUDY

Plans for federal-aid inquiry are reviewed

WNYC (TV) New York's non-commercial ch. 31 facility has formally invited FCC to use its station for commission's uhf study. Invitation came at meeting held July 29 at FCC with members of industry. Session, attended by more than 50 broadcasters, was for purpose of setting up industry advisory groups to aid commission in its two-year study in New York.

Edward W. Allen, FCC chief engineer, told group that commission has encountered stiff problem in antenna placement atop Empire State Bldg. He said that study was faced with placement of antenna without interfering with chs. 2 and 5. He said that is one of problems industry people can help commission work out. Uhf transmitter will probably be operational from Empire State Bldg. next spring, he predicted.

"Time is no factor," Mr. Allen said. "We can get an extension; also we can get more funds from Congress if we have to. But we are going to break our backs to keep within budget and monetary allowances." Congress provided $2 million for study.

FCC Commissioner Robert E. Lee said that whether FCC would use ch. 31 WNYC would depend largely on interference problems. He said programming could give New York educators "a real chance" to practice tv presentations and do in-school work. He made it clear FCC does not want to be involved in programming and asked that educators work this phase out among themselves.

Dee W. Pincock, FCC assistant general counsel, reassured industry representatives their participation in uhf project would cause no antitrust problems so long as FCC approves agendas and convening of meetings and has commission employe presiding. Committees will be set up much on order of TASO to avoid antitrust entanglements he said.

John Creutz, Washington consulting engineer, reflected mood of other members of meeting when he said: "I don't know how well uhf works and I want to find out. I want to see this project done right. We need publicity; we need businessmen running this. We must put out programming; we must operate in competition with existing stations. We have to have a different approach to this than mere engineering."

Ernest Jennes, representing Assn. of Maximum Service Telecasters, recommended that industry advisors be set up in small workable subcommittees under aegis of overall industry advisory committee. Five such subcommittees —general, transmitter-antenna, receiver development, observation and measurement, and analysis—were agreed upon, with 10-to-15 members each.

Charles H. Tower, NAB tv vice president, called for setting up an organizing committee which would select people and present names to FCC.

Mr. Allen said that uhf study would also develop better tuners which could be used by manufacturers as immediate improvement rather than long-range innovation. He said study will be under control of FCC "at all times," with industry advisors participating through their subcommittees.

Advisory committee will meet again week from Tuesday (Aug. 9) with goal of staffing as many committees as possible.

GOP viewing below Democratic totals

Total of 56,635,000 homes, representing estimated 124,597,000 viewers, watched Republican convention on television last week. These figures for four-night GOP convention compared with 76,120,000 homes and 167,464,000 viewers for five-night Democratic proceedings two weeks earlier (BROADCASTING, July 25) and brought grand total for both conventions to 132,755,000 homes and 292,061,000 viewers. Figures are cumulatives, representing total of tune-in per average minute each night, and thus include homes and viewers who watched two or more of nine nights involved.

Homes figures are from American Research Bureau's Arbitron national service (early story page 69), assuming 2.2 viewers per home. Average audience for Republican convention was placed at 14,159,000 homes per minute per night; for Democratic, 15,224,000.

In networks' race for audience, NBC claimed higher average ratings and homes tuned-in than CBS and ABC combined during Republican convention and almost same margin in two-convention averages. NBC said its homes per average minute per night during GOP proceedings averaged 7,272,000, compared with 4,917,000 for CBS and 1,970,000 for ABC; for Democratic and Republican conventions combined NBC claimed nightly average of 7,329,000 homes per minute against 5,224,000 for CBS and 2,207,000 for ABC.

Nixon, Kennedy agree to radio-tv debates

Vice President Richard Nixon and Sen. John Kennedy have agreed to debates in prime time offered last week by networks (early story page 62). Mr. Nixon wired acceptance to CBS and NBC Friday. Mr. Kennedy, who accepted NBC offer day before (it arrived first), accepted ABC's and CBS' Friday. ABC officials expected similar response from Mr. Nixon.

All networks conditioned offers on congressional vote to suspend political broadcasting law, as it applies to presi-

New tv star

GOP Presidential Nominee Nixon's awareness of importance of tv and radio was demonstrated during and after his acceptance speech last Thursday in Chicago. Throughout his speech, he looked directly into tv camera's red light. He mentioned listening and viewing audience half-dozen times. CBS first scooped all by picking him up on creepy-peepy as he was leaving platform and all networks found themselves carrying Cronkite-Murrow interview, an incident that caused NBC quipster-commentator David Brinkley to observe need for equal time for all networks. Mr. Nixon promptly found himself picked up by NBC's Martin Agronsky, and nominee quickly observed that he "liked NBC coverage of this convention." Next it was ABC's turn, with John Daly on questioning end from his elevated convention hall perch. Mr. Nixon paid public tribute to Mr. Daly for his help in arranging production of famous Nixon-Khrushchev debate in Moscow last July.

AT DEADLINE CONTINUED

dential and vice presidential candidates, during this election. Suspension has passed Senate, awaits action in House.

Mr. Nixon proposed debates without prepared text or notes. Mr. Kennedy reportedly agreed.

KMA ruling ordered

FCC instructed staff July 29 to prepare opinion for renewal of license of KMA Shenandoah, Iowa. Renewal had been questioned because of overlap between KMA and KFAB Omaha, which is 48.86% owned by KMA licensee, May Broadcasting Co. Oral argument was held Thursday on application for renewal (see page 91).

Gay enters tv

Station sale announced Friday, subject to FCC approval:

■ KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri: Sold by Jesse D. Fine and associates to country music impresario Connie B. Gay for $1,850,000. This is Mr. Gay's first tv purchase; he owns WQMR Silver Spring, Md. (Washington, D.C.); WGAY (FM) Washington, D.C.; WTCR Ashland, Ky. (Huntington, W.Va.), and WFTC Kinston, N.C., and in last six months has sold KITE San Antonio, Tex., and WYFE New Orleans, La. Mr. Fine and group bought St. Joseph stations in 1957, paying $842,000. No changes in personnel contemplated, Mr. Gay said. KFEQ is 5 kw on 680 kc and its tv companion is ch. 2 with CBS primary and ABC secondary affiliation. KLIK is 5 kw daytimer on 850 kc. Broker was Hamilton, Landis & Assoc.

Tv code office opened in New York

NAB Tv Code Review Board opens its new office in New York today (Aug. 1) with temporary quarters in Transcontinent Television Corp. offices at 380 Madison Ave. In charge is Stockton Helffrich, former NBC continuity acceptance director.

"Opening of the tv code office provides for the first time an operating base in New York, the commercial capital of broadcasting," said joint statement by Clair R. McCollough, Steinman Stations, who heads NAB Policy Committee, and E.K. Hartenbower, KOMO-TV Kansas City, tv code board chairman. "The office will be available to agencies, advertisers and broadcasters alike. This is a giant step forward in the television industry's program of self-regulation."

Intervention approved

Private aeronautical interests have been given permission to intevene in WLUK-TV Marinette-Green Bay, Wis., case. FCC announced Friday it had overruled its chief hearing examiner, permitting following to become parties to hearing involving request of WLUK-TV to increase tower height by 330 ft., to 1,000 ft. above ground: Air Transport Assn. of America, Air Line Pilots Assn., National Business Aircraft Assn. and Aircraft Owners & Pilots Assn. At same time commission turned down joint petitions by Federal Aviation Agency and Departments of Army and Navy, already parties, to introduce into evidence criteria on antenna heights and locations and report of Joint Industry-Government Tall Structures Committee.

■ Business briefly

Spot advertiser ■ Mitchum Co., Paris, Tenn., has begun spot radio campaign on behalf of Esoterica (skin cream). Announcements, one-minute spots on 52-week basis, will be presented initially in small number of markets. Mitchum's new agency, Cohen & Aleshire, N.Y., will enlarge drive later if tests are successful.

WEEK'S HEADLINERS

MR. EZZES

MR. ZITTAU

Erwin H. Ezzes, formerly vp and director of Television Industries Inc., N.Y., elected to new post of executive vp, United Artists Associated Inc., tv and feature film distributing affiliate of United Artists Corp. **Henry J. Zittau,** vp, elevated to senior vp in first such top reshuffle following resignation of **Eliot Hyman** as UAA president. Mr. Hyman subsequently has been mentioned for executive post with Creative Telefilm & Artists which has leased for distribution to television about 110 post-'48 feature films. **Robert Rich,** UAA vp in charge of sales, and his assistant, **Don Klauber,** have resigned from UAA and are expected to join Mr. Hyman at Creative. Mr. Ezzes has long been associated with Matthew Fox, who is president of Television Industries and held post of vp and director also with subsidiary C&C Films Inc., original distributor to tv of RKO feature library. Mr. Ezzes was vp in charge of sales for Flamingo Films (later Motion Pictures for Television Inc.) starting in 1952 and four years later joined C&C Films after one year's association with Guild Films as vp in charge of sales. He also had been secretary of Worldwide Development Corp., import-export company formed by Mr. Fox, and had been vp in charge of sales of United World Films, subsidiary of Universal Pictures that distribute non-theatrical features. Mr. Zittau has been associated 11 years with UAA and predecessor Associated Artists Productions.

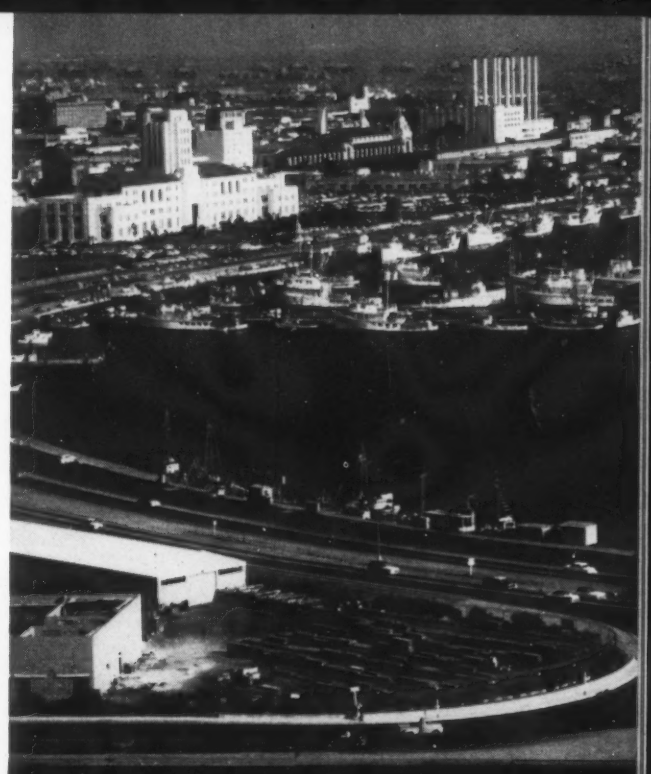
MR. STEELE

MR. LICHTENSTEIN

Ted Steele, well-known broadcasting personality in New York, appointed general manager of WNTA-AM - FM Newark - New York, succeeding **Irving Lichtenstein,** named to newly-created post of general executive in charge of special events, promotions and merchandising for National Telefilm Assoc., parent company of stations. Mr. Steele currently is host on WNTA-TV's *Ted Steele's Dance Party,* which is telecast six evenings per week. Mr. Steele plans to limit his appearance to one night per week. Mr. Steele has been air personality at KMPC Hollywood, WPIX (TV) New York and DuMont Television Network, and also has held various executive positions with NBC and John C. Dowd Adv., Boston. Mr. Lichtenstein joined stations last year, and earlier was with ABC as exploitation director and with WWDC Washington, D.C., in various executive posts.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

WOKY Milwaukee



KCBQ San Diego

Photo courtesy American Airlines

In these two great markets, the leaders appoint

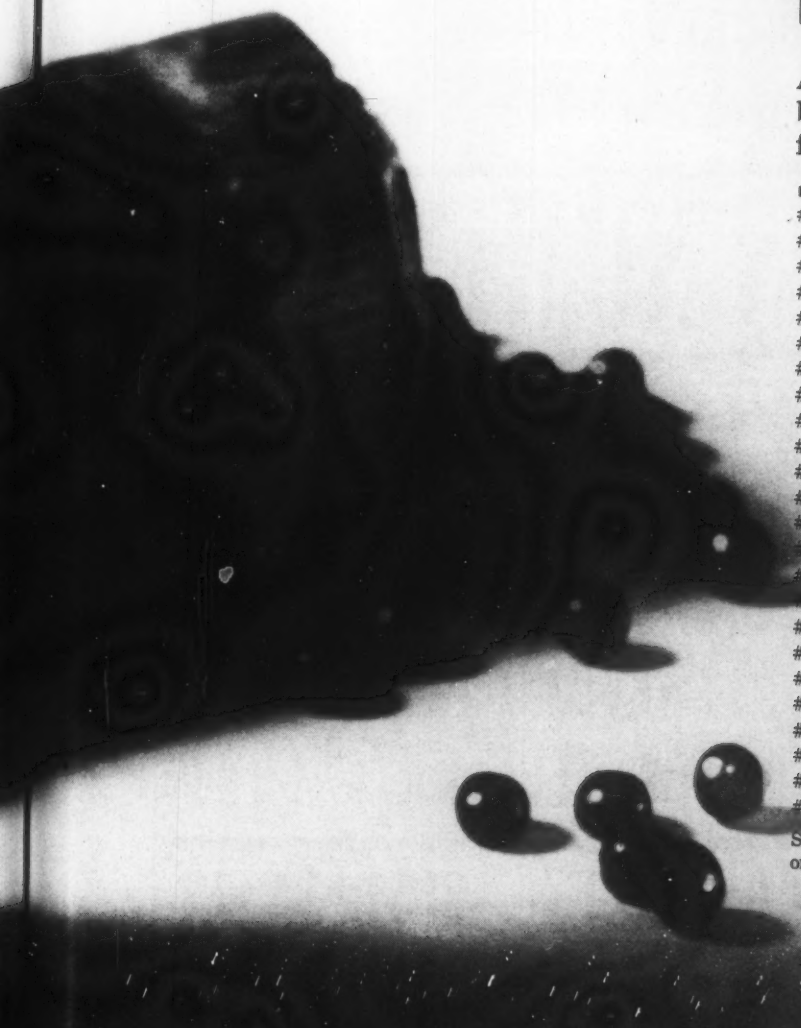
John Blair and Company

as National Representative, effective August 1, 1960

The new census spotlights the record growth and brilliant prospects of two great markets—Milwaukee and San Diego ■ Among Midwest cities, Milwaukee takes front-rank in growth with 24 per cent increase since 1950, and a gain of 41.5 per cent in suburban areas. Its tremendous industrial development has been accelerated by completion of the St. Lawrence Seaway ■ In the West, San Diego continues the fantastic growth that began in the '40 s. Since 1950 its metro-area population has nearly doubled, putting San Diego well within the select group of America's million-markets ■ Effective August 1, Bartell Stations in these two key markets team-up with John Blair & Company. With the addition of WOKY, Milwaukee, and KCBQ, San Diego, Blair Stations alone can now deliver your sales message to 81.7 per cent of the national market each week—with decisive frequency.

BARTELL BROADCASTING CORPORATION
444 MADISON AVENUE, NEW YORK 22, NEW YORK

RENEWED!
BY BALLANTINE BEER IN 27 MARKETS: TV'S HIT MYSTERY AND ADVENTURE SHOW FOR SECOND YEAR!
SHOTGUN SLADE
STARRING SCOTT BRADY
39 ALL-NEW HALF HOURS ON FILM... TOTAL OF 78 NOW AVAILABLE FOR REGIONAL AND LOCAL SPONSORSHIP!



Shotgun Slade is the "detective on horseback" series that combines *both* of TV's great audience appeals. Roaring adventure... thrill-a-minute mystery. And it gets double-barreled results – big and fast! Its big-name star, Scott Brady, became a top, two-fisted TV personality in a matter of weeks. Its excitement sold on sight. Shotgun Slade has proved its selling power. No wonder regional sponsors like P.Ballantine & Sons, Brewers, are ordering up a second smash year!

! IT SHOT RIGHT INTO THE "TOP 10" LOCALLY AND NATIONALLY– AND STAYED THERE! !

A double-barreled winner with that big audience look. Just check ARB for March, 1960...

RANK* IN MARKET	RATING	SHARE
#1 in Boston, WBZ-TV	21.9	41.0%
#2 in Oklahoma City, KWTV	31.8	50.6
#2 in Jacksonville, WJXT	33.1	56.8
#1 in Phoenix, KOOL-TV	19.9	32.6
#2 in Charleston, S. C., WUSN-TV	48.3	71.9
#3 in Omaha, WOW-TV	24.9	41.4
#9 in Philadelphia, WRCV-TV	17.2	44.4
#2 in Portland, Me., WCSH-TV	32.2	61.1
#5 in Baltimore, WMAR-TV	16.9	40.1
#3 in Fresno, KJEO	22.6	49.8
#1 in Binghamton, WNBF-TV	41.5	89.8
#5 in Baton Rouge, WBRZ	35.8	59.6
#7 in New Orleans, WDSU-TV	20.9	61.1
#8 in Miami, WTVJ	26.0	51.3
#7 in Albany-Troy, WRGB	20.7	44.7
#2 in Amarillo, KVII-TV	22.9	37.5
#8 in Burlington, WCAX-TV	29.0	53.3
#5 in Harrisburg, WGAL-TV	25.2	35.4
#1 in Chico-Redding, KVIP-TV	35.8	61.1
#5 in Birmingham, WBRC-TV	34.5	58.8
#1 in Bristol-Johnson City, WJHL	32.5	57.7
#5 in Savannah, WTOC-TV	28.5	50.5
#5 in Tampa-St. Petersburg, WTVT	27.8	50.5
#10 in Knoxville, WATE-TV	23.6	49.1

Sorry – no room for all the others! Better write, wire or phone your MCA TV film representative today.

**among all syndicated shows*

produced by **revue** studios

mca
TV FILM SYNDICATION
598 Madison Avenue, New York 22, N.Y., PLaza 9-7500
and principal cities everywhere

It will amaze you to know that WCKY reaches more homes in one single quarter-hour monthly than all the homes in the entire Milwaukee metropolitan market. It's hardly any wonder then that

WCKY IS SOME BUY!

Tom Welstead in New York and the AM Radio Sales-men want to show you the little red Nielson book that says so . . . proof that there's no better buy in all radio than

WCKY—50,000 WATTS—CINCINNATI

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

AUGUST

Aug. 1-12—International Television-Radio Workshop, Interchurch Center, 475 Riverside Dr., New York. Sponsored by Broadcasting and Film Commission and United Church Women of the National Council of Churches; the Protestant Council of N.Y.; New York State Council of Churches; New Jersey Council of Churches, and World Commission for Christian Broadcasting.

Aug. 3-5—Annual Defense Communications Seminar, including meeting of National Industry Advisory Committee, Gettysburg College, Gettysburg, Pa.

Aug. 7-9—Georgia Assn. of Broadcasters annual meeting and election of officers. Jekyll Island, Ga. Those attending should make reservations at the Wanderer Motel.

*Aug. 11—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Dean Johnson of O'Melveny & Myers, Los Angeles law firm, will report on the successful fight to exempt broadcasters from the city gross receipts tax.

*Aug. 12-13—Arkansas Broadcasters Assn., fall meeting. Hotel Marion, Little Rock. Rep. Oren Harris (D-Ark.) will speak.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

Aug. 22-26—National Catholic Communications Seminar, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

*Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles. Rear Admiral Joseph A. Jaap, director of development programs, Office of the Chief of Naval Operations, will speak at all-industry luncheon Aug. 26 at Statler-Hilton Hotel.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hill Lodge, Wagoner.

Aug. 29—NAB Radio Code Review Board, NAB headquarters, Washington, D.C.

*Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C. President Eisenhower will address opening session, 2 p.m. Aug. 29 at Sheraton-Park Hotel.

SEPTEMBER

Sept. 1—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 12-15—Premium Advertising Assn. of America. Hotel Astor, New York.

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

*Sept. 15—Southern California Broadcasters

Advertisement

EDITORIALIZING? PLAN TO?

Station editorializing is one of the fastest growing broadcast trends. For good reason. "Opinioncasting" is dynamic and expanded station service in the public interest.

And it's good business; One station doubled the rating of a newscast by using the last three minutes for editorial comment!

Now . . . with Broadcast Editorial Reports—an imporant News Department adjunct—stations can *supplement editorializing on local issues* with opinion on national and international matters based on authoritative observation by top-rated global newsmen.

World-Renowned Staff

Broadcast Editorial Reports provides you with an "editorial staff" unexcelled in all broadcasting. Men who are as well known in the homes you serve as they are in newsrooms around the globe. Seasoned newsmen like H. V. Kaltenborn . . . Henry Cassidy . . . W. W. Chaplin . . . John Luter . . . Eugene Lyons . . . Louis P. Lochner . . . Will Oursler . . . Ansel Talbert—and a dozen others of the same stature—plus experts in science, education, business and industry and other areas of prime public interest.

New and Exclusive Service

BER is a completely new service exclusively for radio and television stations—unavailable from any other source. BER's daily 3-minute "Opinioncasts" on national and international affairs consist of background and analysis, plus opinion. They can be used as received and attributed to their "name" authors; they can be re-written by station broadcasters and used as their material—with their own conclusions.

Low, Low Costs

Rates for BER service range from $7.00 to $70.00 per week—average less than $20. (Price is based on population of metropolitan area served.) Service is on an annual subscription basis, with cancellation clause. Broadcast Editorial Reports are limited to one licensee in each market. Secure them for your area without delay.

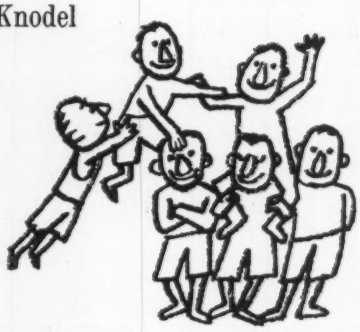
For the full story on BER—and sample editorials (without obligation)—write A. Maxwell Hage, President and Editor-in-Chief.

BROADCAST EDITORIAL REPORTS
33 East 39th Street, New York 16, N. Y.

This is a story about healthy growth.

It begins on a day almost fifteen years ago. Then, there were

three owners of stock in Avery-Knodel, Inc. There were only six employees. Shortly, the number of stockholders increased to five. And as time passed, the number grew to seven... then to 13. Today there are 18 Avery-Knodel stockholders. They are the *only* owners of this company. They are pictured below.



¶ Each of these men works every day... all day... to improve sales and services to stations and advertisers. They are 18 of the almost 100 men and women who today make up the Avery-Knodel selling organization.

¶ Oh, yes... Avery-Knodel's able and experienced manpower and its new, broader corporate base get along fine, too, with an increasing number of top-flight radio and television stations.

AVERY-KNODEL

RADIO AND TELEVISION STATION REPRESENTATIVE

Offices in:
New York • Atlanta • Dallas • Detroit • San Francisco • Los Angeles • Chicago

Lewis H. Avery New York	J. W. Knodel Chicago	Philip Schloeder New York	Charles C. Coleman Atlanta	Roger O'Sullivan Chicago	Frederick G. Neuberth New York	Thomas J. White New York	John F. Wade New York	John J. Tormey New York

¶ We call it healthy growth.

David B. Meblin San Francisco
John S. Stewart New York
Edward W. Lier New York
John W. Owen New York
Raymond M. Neihengen Chicago
William E. Moore Los Angeles
Herbert W. Jackson Chicago
Marvin W. (Bill) Harms Chicago
John S. Hughes New York

In Augusta, Georgia

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

WRDW-TV

CHANNEL 12

Newest member of The FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC.

For Rates and Avails

- IN AUGUSTA: R. E. Metcalfe, TA 4-5432
- IN NEW YORK: Lee Gaynor, OX 7-0306

Represented Nationally by Avery-Knodel, Inc.

WSTV-TV CHANNEL 9
The Best of CBS and ABC
STEUBENVILLE—WHEELING
Represented by Avery-Knodel, Inc.

WRGP-TV CHANNEL 3
The Best of NBC
CHATTANOOGA, TENNESSEE
Represented by H-R

WRDW-TV CHANNEL 12
The Best of CBS and ABC
AUGUSTA, GEORGIA
Represented by Avery-Knodel, Inc.

WBOY-TV CHANNEL 12
The Best of NBC and CBS
CLARKSBURG, WEST VIRGINIA
Represented by Avery-Knodel, Inc.

KODE-TV CHANNEL 12
The Best of CBS and ABC
JOPLIN, MISSOURI
Represented by Avery-Knodel, Inc.

*If circumstance lead me, I will find Where truth is hid, though it were hid indeed Within the centre.**

* *William Shakespeare "Hamlet"*

You can find the truth about TV viewing in the centre of Rochester. KROC-TV has 80% of the audience.

FOOD SALES: 75,708,000

KROC-TV CHANNEL 10 ROCHESTER MINNESOTA

Represented by Venard, Rintoul & McConnell

G. David Gentling, gen'l. mgr.

N B C

Assn. luncheon at Hollywood Knickerbocker. Cunningham & Walsh executives will discuss radio problems.

Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

Sept. 16-18—UPI Minnesota Broadcasters fall meeting. Sawbill Lodge, Tofte, Minn.

Sept. 18-20—Louisiana Assn. of Broadcasters convention. Sheraton-Charles Hotel, New Orleans.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 22—AP Michigan Broadcasters meeting. St. Clair Inn, St. Clair, Mich.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 22-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich.

*Sept. 23—FCC has scheduled oral argument on 23 applications for extension of time to construct uhf tv stations, pursuant to hearing order of June 11. For list of stations see FOR THE RECORD, this issue.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 5—FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 5-8—Radio Television News Directors Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

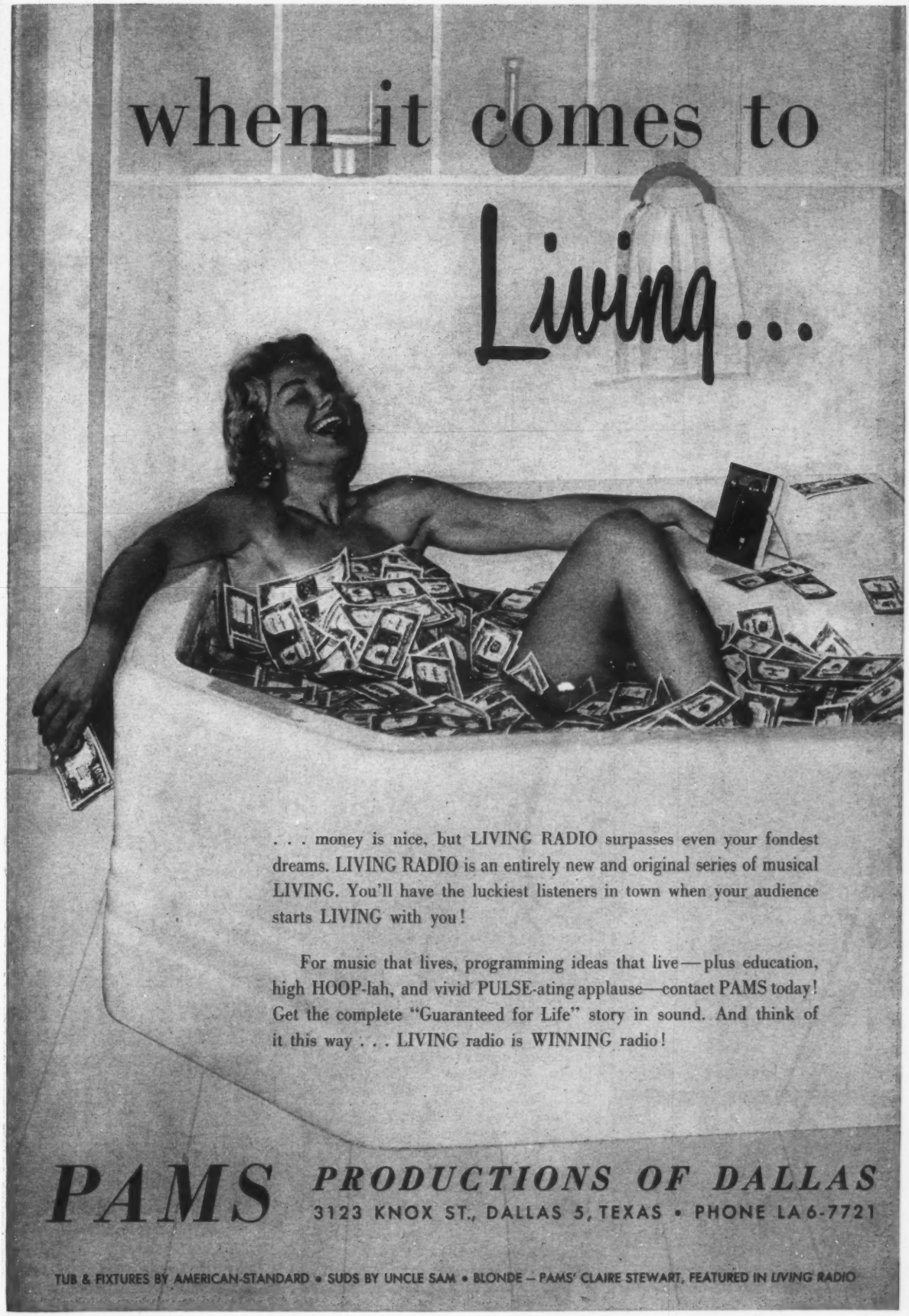
Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y. Technical papers have been requested—titles and abstracts should be submitted to Dr. Harry F. Olsen, RCA Labs, Princeton, N.J., by June 22.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Educational Television & Radio Center annual meeting of managers of affiliated stations. Rickey's, Palo Alto, Calif.

Oct. 18-21—National Assn. of Educational Broad-


when it comes to
Living...
. . . money is nice, but LIVING RADIO surpasses even your fondest dreams. LIVING RADIO is an entirely new and original series of musical LIVING. You'll have the luckiest listeners in town when your audience starts LIVING with you!
For music that lives, programming ideas that live—plus education, high HOOP-lah, and vivid PULSE-ating applause—contact PAMS today! Get the complete "Guaranteed for Life" story in sound. And think of it this way . . . LIVING radio is WINNING radio!
PAMS
PRODUCTIONS OF DALLAS
3123 KNOX ST., DALLAS 5, TEXAS • PHONE LA 6-7721
TUB & FIXTURES BY AMERICAN-STANDARD • SUDS BY UNCLE SAM • BLONDE – PAMS' CLAIRE STEWART, FEATURED IN LIVING RADIO

BALANCED PROGRAMMING

MEANS LISTENER LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH

50,000 WATTS — 740 KC

—CBS—

HOUSTON, TEXAS

Represented by Peters, Griffin and Woodward, Inc.

casters annual convention. Jack Tar Hotel, San Francisco.

*Oct. 20—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Anderson & McConnell executives will lead the discussion.

Oct. 25-26—Engineering section, Central Canada Broadcasters Assn., King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

*Nov. 3-4—Ohio Assn. of Broadcasters fall convention. Columbus Athletic Club, Columbus, Ohio.

Nov. 13-16—Assn. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Nov. 14-16 Broadcasters' Promotion Assn. annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other probes, audience surveys and the role of video tape, graphic arts and news in promotion.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.

FEBRUARY

*Feb. 1-3—Winter Military Electronics convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La Cienega Blvd., Los Angeles 35, Calif. Convention will be held in Biltmore Hotel, that city.

APRIL

*April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—AWRT New England conference. Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference. Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 17-18—Biltmore Hotel, New York
Nov. 21-22—Edgewater Beach, Chicago

2,000,000

TV HOMES

COMBINED TOTAL BBM MARCH '60 SURVEY

FRENCH

CFCM-TV

QUEBEC'S SELLING COMBINATION

CKMI-TV

ENGLISH

Reps: Weed Television Corp.
Jos. A. Hardy & Co. Ltd.
Scharf Broadcast Sales Ltd.

122

TOP ADVERTISERS AND STATIONS HAVE ALREADY BOUGHT THIS NEW ACTION-CHARGED FRONTIER SERIES ABOUT TWIN BROTHERS...SO ALIKE —YET SO DIFFERENT!

And the list keeps growing! More and more sponsors and stations are joining LABATT'S BEER, COORS BEER, MILES LABORATORIES, DREWRY'S BEER and STANDARD OIL OF TEXAS, and major-market stations like KTTV Los Angeles, WGN Chicago, WWJ Detroit, WTCN Minneapolis and WTVJ Miami in corraling the newest and most original series ever to stampede across a prairie.

High-powered frontier-action . . . plus the intriguing drama of twin brothers, one a ne'er-do-well cow-hand, the other a respected doctor, makes "Two Faces West" a best bet for rating honors in the coming season!

'TWO FACES WEST'

Starring CHARLES BATEMAN in the Dual Role of the Brothers January

For details about all 39 half-hours now in production, contact

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP

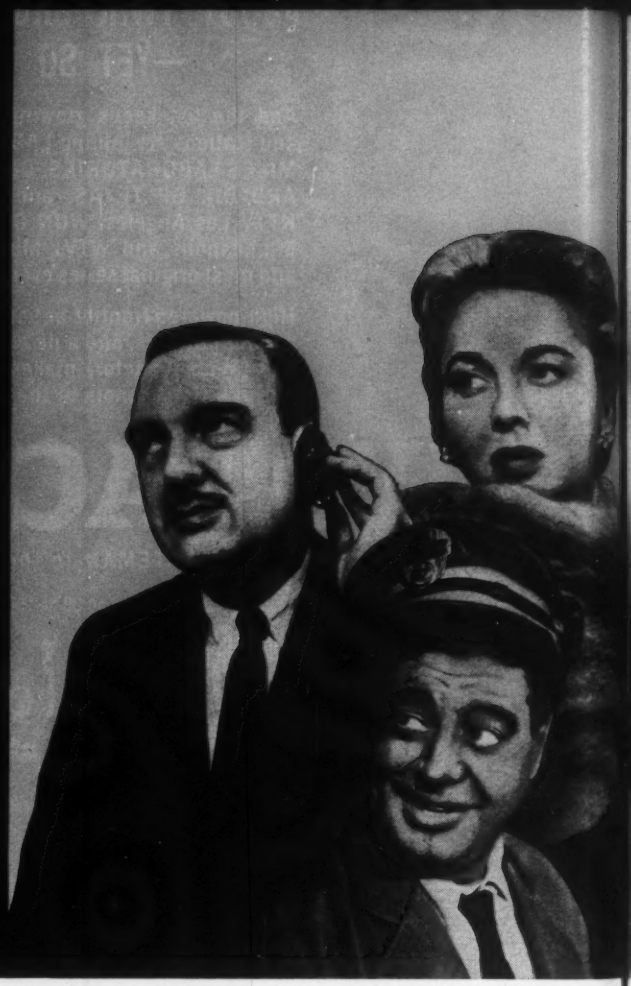
NEW YORK • DETROIT • CHICAGO • DALLAS • HOLLYWOOD • ATLANTA • TORONTO

WPIX

the prestige

NETWORK PROGRAMMING ETV

AIR POWER · CODE THREE · SAN FRANCISCO BEAT · NAVY
SHOTGUN SLADE · TRACKDOWN · THIS MAN DAWSON · 26
THE CALIFORNIANS · THE HONEYMOONERS · MR. ADAMS AND
MEET McGRAW · DEADLINE · BOLD VENTURE · COLONEL
SILENT SERVICE · FLIGHT · PANIC · POLICEWOMAN
IT'S A GREAT LIFE · INTERPOL CALLING · YOU ARE THE
HIRAM HOLLIDAY · MIKE HAMMER · BOLD JOURN



WPIX-11 IS THE "Network Station" for Spot Advertisers in New York! *Audiences* have learned to expect network quality entertainment *every* night on WPIX-11. *Advertisers* know that of *all seven* New York stations only WPIX offers so many opportunities to place *minute* commercials in *prime evening time* in such network quality programming. And Nielsen has *proved* that WPIX audience incomes, home ownerships, jobs, etc. are *the same* as on the leading network station! You'll never find "mail order" or over-long commercials on WPIX-11. You *will* find important looking programs, only the best advertisers and a proved quality audience . . . *on* a station that has a healthy respect for the rate card. ***Where are your 60-second commercials tonight?***

G ETWORK AUDIENCES

Nielsen recently studied his entire New York sample, both Audi- and Recordimeter-Audilog homes, and found **"no significant** rence" between the kind of people who watch WPIX 11—New York's ng Independent station—and New York's leading **Network** station. Nielsen "WPIX AUDIENCE PROFILE" study provides a direct com- son of audiences for the prime qualitative categories of: FAMILY OME • HOME OWNERSHIP • AUTOMOBILE OWNERSHIP • SIZE OF ILY • AGE OF HOUSEWIFE • OCCUPATION, HEAD OF HOUSEHOLD 7:00-11:00 PM, seven nights a week. Qualitatively they are equal. Nielsen states: **"NONE OF THE COMPARISONS YIELDED A SIG- ICANT DIFFERENCE!"**

NETWORK ADVERTISERS

The Procter & Gamble Co. • General Motors Corp. • Bristol-Myers Co. General Foods Corp. • Chrysler Corp. • American Airlines, Inc. • Colgate-Palmolive Co. • R. J. Reynolds Tobacco Co. • Warner-Lambert Pharmaceutical Co., Inc. • United Air Lines, Inc. • General Mills, Inc. National Biscuit Co. • U. S. Rubber Co. • Brown & Williamson Tobacco Corp. • Ford Motor Co. • The Coca-Cola Co. • General Cigar Co. Borden's • Trans-World Airlines, Inc. • Vick Chemical Co. • P. Lorillard Co. • Best Foods • U. S. Tobacco Co. • Texaco Canada Limited Kellogg Company • Miles Laboratories, Inc. • The American Tobacco Co. • Cannon Mills, Inc. • International Shoe Co. • Firestone • Gulf Oil Corp. • Sterling Drug, Inc. • Lever Brothers Co. • and many more.

WPIX *new york*

The ONLY New York independent qualified to display the SEAL OF GOOD PRACTICE.

MONDAY MEMO

from **RALPH W. KLAPPERICH,** *vice president and media director, Knox Reeves Adv., Minneapolis*

Needed: exclusive spot tv organization

Rising costs plague every business, be it agency, client, broadcaster or representative. This is true today and, if we can judge from the past 10 years, it certainly will be true in the 1960's.

Two of the most basic ways to beat the problem of rising costs are: (1) To find a better and easier way of doing business; (2) To do more business.

In the field of spot television there is a correlation between these two basics. Finding easier ways to buy spot television will help relieve the pressure of rising costs for agencies and certainly will help solve the broadcasters' and representatives' battle of rising costs by creating more spot tv business.

Spot tv has proven itself as a powerful advertising medium. This is evidenced by the many products it has helped to succeed, and by its growth to over $1.25 billion—a large part of which has come from increased expenditures by happy spot advertisers.

Buying and Selling ■ But there must be an easier way to buy—and sell—spot television. One of spot tv's greatest advantages is flexibility. Going hand in hand with this advantage is a serious disadvantage: complexity. Just how serious a problem is this?

A conscientious timebuyer, placing a spot tv schedule in New York, must contact seven representatives and explain to each of them what he wants. A buyer placing an extensive spot schedule easily can spend days just asking for availabilities. He must give to all of the representatives for all the stations in the markets to be covered a detailed and concise description of his buying objectives if he is to accomplish those objectives satisfactorily.

There must be an easier way to buy spot television.

There are many, many instances where an agency or an advertiser needs specific information about local television for the planning of a campaign or the developing of an idea months before he is ready to do any actual buying. Where can he turn when he wants an up-to-date answer to such questions as "What are the chances of clearing five-minute time periods for kids or sports shows?" and "What's the outlook for getting 30-second spots?" Who does he ask when he wants to know how many stations are carrying live daytime women's shows, daytime newscasts, or strong local personality shows?

He turns to the station representatives and to get a broad picture he must ask the same questions of 15 to 20 different representatives. The representatives ask their stations and days (usually weeks) later the advertiser or agency has his reply—or at least a partial reply —in the form of several phone calls, personal calls and a sorry assortment of mail. There must be an easier way.

Sports Blackouts ■ Network sports telecasts have multiplied like rabbits the past few years, from one baseball game per weekend to five this year. Hand in hand with network sports telecasts go "blackouts," a list of major markets which are not cleared for these network telecasts because of league restrictions, whether it's baseball, football or basketball. Thus, every network sports advertiser has a problem of local fill-ins in the same list of markets. There is a need for and a demand for a well-developed plan to solve this problem.

Those advertisers who have solved the problem without going to other local media have done so the hard way, market by market, station by station. There must be an easier way and the spot tv industry can and should actively help advertisers solve this problem.

Ralph W. Klapperich, after college graduation, went to work as retail salesman for small regional baker. In 1950 he joined advertising department of Theo. Hamm Brewing Co. and three years later he became advertising manager of G. Heileman Brewing Co., La Crosse, Wis. He joined Knox Reeves Adv. as account executive in 1956 and became media director year later. He was elected vice president of Knox Reeves in May of this year.

Enough has been written and spoken about the complexity of local rate cards. Certainly, simple rate cards are possible.

What is this easier way? I believe the answer lies in the creation of an organization whose sole purpose is to promote the medium of spot television. Perhaps the Station Representatives Assn. is or can become this organization, perhaps not. Perhaps this can be a sub-organization within the Television Bureau of Advertising, perhaps not.

What would this organization do? Its basic purpose would be to make it easier to buy spot tv. It also could serve as a clearing house for availability requests, reducing the time a buyer spends in asking for availabilities. It would not in any way replace or compete with the selling effort behind specific availabilities by individual stations or representatives.

Central File ■ This organization also could serve as an information center to answer agencies' or advertisers' questions about the local television picture, programming, etc. It could greatly increase advertiser interest in syndication by providing a central point to which the film syndicator can turn in seeking availabilities for his latest package. Today, the advertiser is reluctant to buy a syndicated show without having market by market time periods at least tentatively set. Stations and representatives are reluctant to offer time periods without advertiser interest. The result: both syndicators and local tv stations lose revenue to a nice, neat network package with a lineup 50% in excess of what the advertiser really needs.

This new organization also could develop and make proposals to help advertisers solve such problems as the blacked-out sports markets.

Most of all, this organization could and should sell spot tv as a medium to all levels and types of agency and client personnel so that everyone involved in the important basic media decisions fully understands and respects spot tv to the same extent as any other medium.

All of these things not only will make the agency media department's job easier, but they also will result in the sale of more local television time.

HOW DOES A TOMATO SOUND? Like the long chant of picturesque street hucksters and their horse-drawn carts. Like a tempting tossed salad on candle-lit tables in homes throughout the country. Or, like thousands of bulging lunch counters during the noon-day rush . . . This is the sound of the blossoming tomato business in Maryland . . . A rich sound . . . A growing sound. It's the busy sound of a large Maryland industry that grows, packs and ships over *one-third* of all the tomatoes consumed in the United States. It's a mighty sound that adds millions of dollars in spendable income to the millions more earned by Marylanders in countless other industries. You can harvest this plush market for your client when you plant his sales seed on WBAL-RADIO, the station with cultivated roots in Baltimore and beyond. WBAL-RADIO is the progressive Maryland station with the sound of elegance, the Sound of the Sixties... the sound that ripens prospects into full-grown customers in the massive Maryland market. **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland tradition/Nationally represented by Daren F. McGavren Co., Inc. Associated with WBAL FM-TV

NOT A MADISON AVE. AD !

BUT AUTHENTIC DRAWINGS AND A LETTER BY A 6 YEAR OLD WSLS-TV VIEWER.

NBC 10
WSLS
DEAR WSLS - TV
I ALWAYS WATCH MY STATION WSLS
BECAUSE YOU ARE MY BEST
FAVORITE. I LOVE UNCLE LOONEY
BOZO AND YOU ALL. MY MOMMY SAYS
YOU ARE THE BEST AND SHE WATCHES
YOU WHEN I SLEEP MY MOMMY
AND DADDY BUY WHAT YOU
SAY AND ME TOO ALL MY
FRIENDS WATCH TOO.
GOODBYE WSLS TV
I LOVE YOU.
NB
RCA

WSLS-TV

Channel NB 10

ROANOKE, VIRGINIA

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QUOTES WORTH REPEATING

Time to call a halt

The Chicago American *had some editorial comment after Lar Daly appeared on the* Jack Paar Show *(Thursday, July 7). Headlined "Tune out the clown act" it said:*

Lar (America First) Daly is again back in the headlines, where he assuredly doesn't belong. Daly wangled a 25 minute appearance on Jack Paar's television program Thursday night, and is now demanding 22 more minutes additional air time from the Federal Communications Commission on the grounds that he is a Democratic presidential hopeful and is entitled to equal time with other candidates for nomination.

Daly, a Chicago furniture jobber, is a tiresome crank who keeps running for office—any office—dressed in an Uncle Sam suit. His dronings are not even funny, except to those who could find matter for humor in a rubber crutch.

Yet under the FCC's interpretation of the "equal time" rule, he is entitled to afflict tv audiences for the same amount of time allotted to genuine candidates. This is a very bad joke on everybody, and it should be stopped as soon as Congress reconvenes.

The equal time idea is nonsense in itself, because it assumes that experienced tv newsmen won't give impartial coverage to political candidates unless they're regulated by stopwatch. Congress should throw it out.

When a clown like Daly can commandeer time on national networks, just when the networks are busy with the biggest story in four years, it's time to call a halt.

And another objection

Commenting on the Lar Daly appearance on NBC-TV's Jack Paar Show, *following an FCC ruling, the July 14* Arizona Record *(Globe weekly), had this criticism and fear:*

How silly can this equal time provision get? That a great communications medium should be shackled by such an unrealistic law is pathetic. Yet it's true.

And now there are those who would extend this practice to newspapers with an equal-space provision. . . .

What would the definition of "equal space" include? Number of words? Lines? Column inches? Photo sizes? Headline type? Position?

What candidates would be eligible? . . . How would the law be enforced?

No thanks! No space—by any definition—is equal space.

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SEAL OF GOOD PRACTICE

In the Public Interest

Community leadership in serving the public has been fundamental in the operation of KCRA ever since it was founded 14 years ago. *Example:* the KCRA Community Bulletin Board, broadcast a minimum of three times daily throughout the week, calling attention to civic, social, and charitable activities of all kinds . . . *the only such regular broadcast service in the area.*

Under the same ownership and management ever since its founding, KCRA has always given community service prime time and attention. Adult listener acceptance is the result . . . which is a contributing factor to the results consistently produced for KCRA advertisers. Good place for your clients' dollars.

. . . and probably the finest merchandising service in the West.

Convention coverage

EDITOR: I READ WITH INTEREST YOUR FINE ROUNDUP FOCUSING ATTENTION ON INDEPENDENT STATION INITIATIVE ON [Democratic] CONVENTION COVERAGE [page 57, July 18 issue]. MAY I BRING TO YOUR ATTENTION AN OBVIOUS OVERSIGHT TO THE FACT THAT THE MOST EXTENSIVE INDEPENDENT RADIO STATION COVERAGE OF ANY POLITICAL CONVENTION WAS SUPPLIED BY RADIO STATION KMPC WHO HAD A STAFF OF MORE THAN 40 REPEAT 40 COVERING. THE ENTIRE WESTINGHOUSE BROADCASTING OPERATION YOU COVERED SO WELL [page 56, July 25 issue] WAS BACKBONED BY THE KMPC STAFF WHO AROUND THE CLOCK COVERED THE NETWORK. OUR INDEPENDENT KMPC NEWSMAN BROKE THE ANNOUNCEMENT OF LYNDON JOHNSON'S NOMINATION 38 REPEAT 38 MINUTES BEFORE ANY OTHER NEWSMAN IN THE WORLD, SCORING THE OUTSTANDING BEAT OF THE CONVENTION. THE WHOLE PROJECT [was] UNDER THE PERSONAL DIRECTION OF KMPC VICE PRESIDENT IN CHARGE OF PROGRAMS BOB FORWARD . . . — JOHN DICKSON, KMPC LOS ANGELES.

EDITOR: In the July 18 issue, page 60, I note that Time Inc. stations get credit only at WTCN Minneapolis for covering the [Democratic] convention. Actually, Bill Roberts is head of the news bureau of all of the TLF stations including KLZ and he fed many special broadcasts to KLZ, namely, those with high local interest.

Sheldon Peterson, who was at KLZ for 15 years, many years of it as our news director, also represents all of the TLF stations and fed us numerous broadcasts and film shows of special interest from the convention. Coverages were given to each of the delegations of the states in which TLF has stations and special reports were filed with each of the TLF stations. Similar coverage [was] planned in Chicago.—*Hugh B. Terry, President and General Manager, KLZ-AM-TV Denver.*

Product protection trend

EDITOR: BROADCASTING'S story on "Product protection: on way out," issue of July 11 (page 27), was read with great interest here at WABC-TV as this station has long been advising its clients that good television time is becoming tighter than ever before and that sponsors should be willing to stand on the merits of their products, creativity, inventiveness and persuasion to sell goods and services rather than having the comfort of 15-minute or half-hour separation from the selling points of a competitor.

Joseph Stamler, vice president and general manager for WABC-TV, late last year advised a number of agency executives that the sole obstacle that stood in the way of an overall growth in advertising is this problem of product protection. . . .

Banks, law firms, accounting services etc. have managed to prosper with competitive companies within their clientele. Similarly, newspapers, magazines, outdoor advertising etc. schedule copy for competitive advertisers adjacent to one another.—*Lester Dinoff, Director of Publicity, WABC-TV New York.*

Catv controversy

EDITOR: Because I have been on the go out of town, it has only just now been possible for me to get to read the editorial, "Tv's little businessmen," on page 122 of your June 13 issue regarding the catv. . . .

I came to the conclusion years ago that the public interest requires the non-duplication in the coverage area of a small market station of its programs. I for one believe that I can successfully compete in the case of KFBC-TV Cheyenne, Wyo., and KSTF (TV) Scottsbluff, Neb., with *other* programs, whether they be programs that are paid for by the viewer by dropping a dollar in the slot or by paying a monthly subscription price as in the present conception of catv, or whether these *other* programs come in some manner not yet contrived.

However, when it comes to competing with our very own programs, which we must now do in the case of the catv as it is presently operated, one only needs to consider what would happen to any metropolitan city tv station in the country if 95% of its programs from 6-10 p.m. were duplicated in its coverage area, whether it be by catv or another station or any other means. I am sure everyone would agree this would result in, if not the demise of such metropolitan city stations, at least a crushing cut-back of the quality of their service, including their ability to do public service local broadcasting, maintain and improve the quality of their transmitting equipment, maintain

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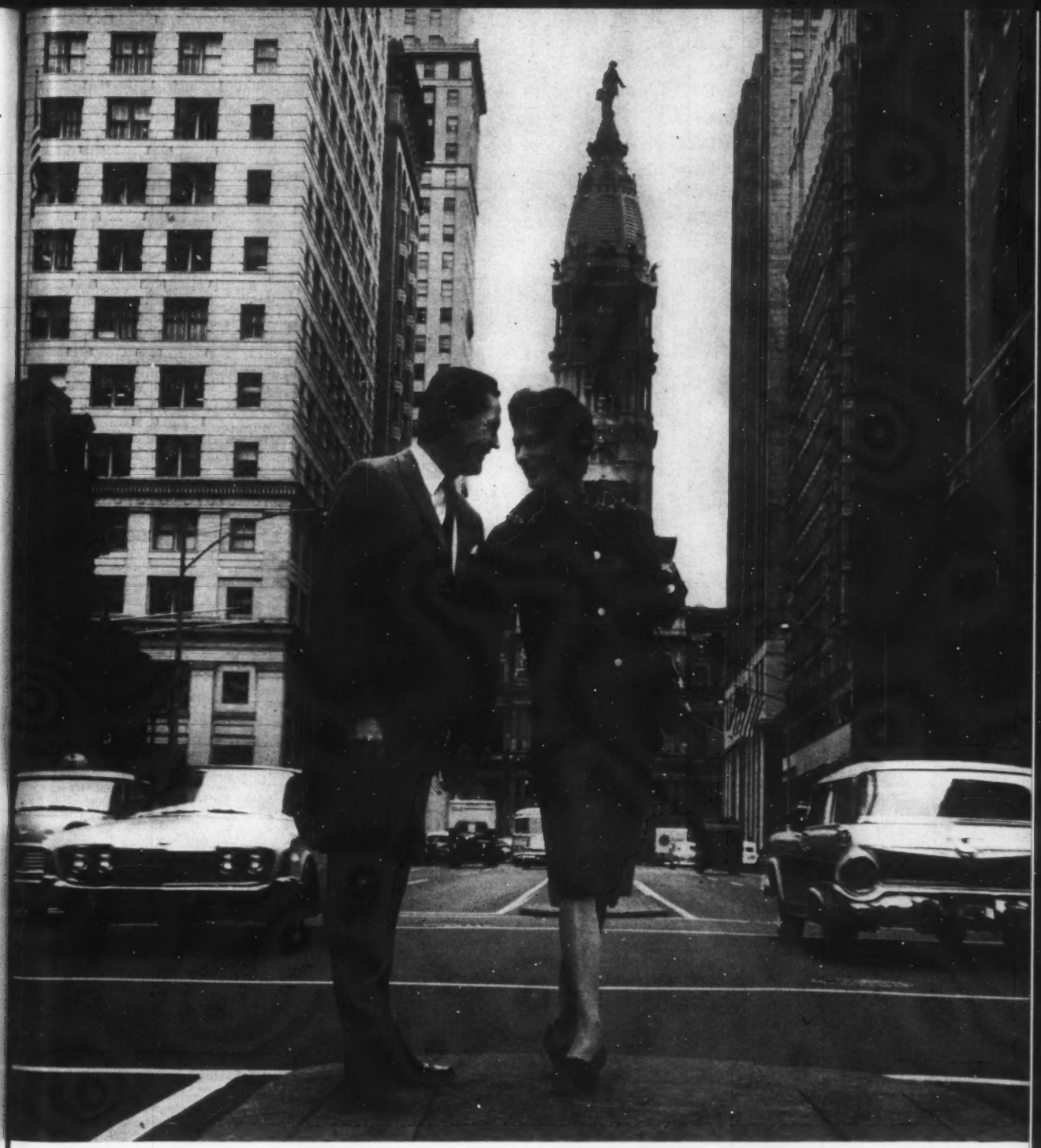

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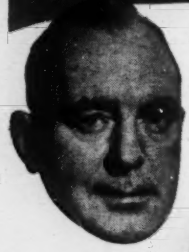

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high employment standards and all the other things that make the average big city station at the present time a great contributor to the public interest in its area.

And, yet, this duplication is what is happening and has been for years to dozens of small town television stations. As for me, it seems conclusive that the public interest lies in the stopping of this duplication, whether it be by exercising copyright rights, withholding of network permission, enactment of legislation or extension of the jurisdiction of the FCC over this part of television broadcasting.—*William C. Grove, General Manager, KFBC-TV Cheyenne, Wyo., and KSTF (TV) Scottsbluff, Neb.*

Hard sell or humor?

EDITOR: Kenneth S. Barasch develops his theme ["Hard sell, not humor, should win tv awards," MONDAY MEMO, page 22, July 4 issue] with reason and logic, but on a foundation that will not stand intelligent scrutiny. (This is what makes philosophy interesting.)

Mr. Barasch's error is in supporting his argument on the basis that seriousness in a commercial is desirable. Anything (such as a commercial) that lives precariously on the periphery of real human value must not presume to take itself seriously. . . —*Jim Taylor, Production Director, WKBW Buffalo, N.Y.*

KCMJ's dual representatives

EDITOR: In the July 4 issue of BROADCASTING under "Rep Appointments" you have listed KCMJ Palm Springs as being repped by United Spot Sales.

This is somewhat misleading and has caused quite a bit of confusion since we (J.A. Lucas Co.) still rep the station here in Los Angeles and Southern California. United Spot Sales is repping the station nationally now with the exception of Los Angeles and Southern California.—*James A. Lucas, J.A. Lucas Co., Hollywood.*

Meteorological Assn.

EDITOR: You recently ran a story about a meteorological association for radio and television personnel who meet certain qualifications. I would like very much to have the address of that group.

We at KVLF feel we are qualified for the association since we have three staff members who are qualified to take Weather Bureau observations and have the "certificate of authority" as issued by the U.S. Weather Bureau. — *Phil Wayne, Program Director, KVLF Alpine, Tex.*

[The American Meteorological Society is located at 3 Joy St., Boston 8, Mass. Kenneth C. Spengler is executive secretary. We suggest inquiries be addressed to him.—THE EDITORS.]

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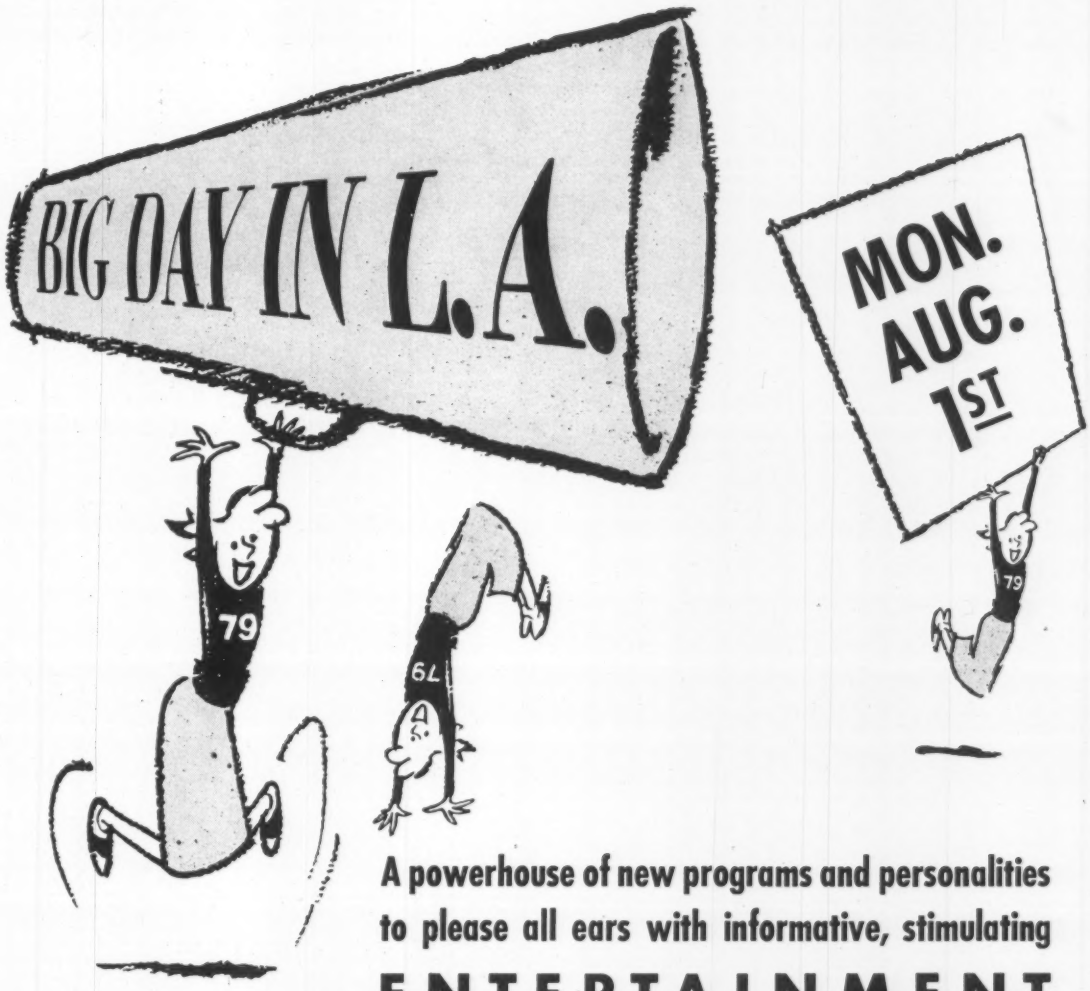

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WWVA's Jamboree so impressed the editors of Esquire Magazine that they commissioned the distinguished American artist, Tom Allen, to visit Wheeling and catch the nostalgia of the show that has done so much for lovers of country music. Literally hundreds of country music entertainers have appeared on this show.

JAMBOREE

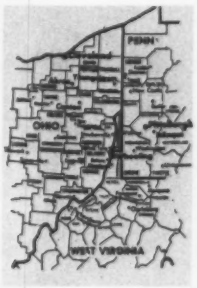
1467 CONSECUTIVE WEEKS (28 YEARS) ON WWVA AND STILL GOING STRONG!

They come and they go—shows of all kinds, all over America, but WWVA's gay, colorful Jamboree goes on and on. So does WWVA's Tri-State Farm Broadcast (now in its 25th consecutive year.) And there's the Junior Town Meeting of the Air (now completing its 14th consecutive year).

More than 2,000,000 people have travelled from near and far to see the famed WWVA Jamboree — a radio show! An average audience has consisted of persons from 119 counties in 21 states. But more important, the WWVA Jamboree has proven listenership in 595 counties of 23 states comprising the entire northeast section of the nation — 39% of the nation's population.

The Tri-State Farm Broadcast is another example of live public service programming over WWVA. Produced in cooperation with the agricultural extension services of W.Virginia, Ohio and Pennsylvania, over 30 professional farm experts take part. First by far, choice of farmers for rural programming.

Award-winning Junior Town Meeting of the Air is produced by WWVA in cooperation with Bethany College and Oglebay Institute with 28 high schools (public, private and parochial) participating. Featured are Trans-Atlantic broadcasts with British high school students, arranged through the B.B.C.



These and many other continuing WWVA public service projects are dedicated to making the 67-county, Wheeling-Pittsburgh Area an ideal community in which to live and work and build a better America.

Pulse area survey proved dominant seven days a week. Only 50,000 watt network station in Wheeling-Pittsburgh area.

WWVA Wheeling Radio (CBS)

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Spend your time more profitably in North Carolina where WSJS television gives you city grade coverage of more large cities than any other station

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Winston-Salem / Greensboro

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 1, 1960
Vol. 59 No. 5

A SHARPER FCC EYE ON PROGRAMS

Commission issues stiff new policy on surveillance over radio-tv

The FCC served notice last week it intends to keep careful watch on all stations' programming and their efforts to discover and meet the needs of their communities.

From now on applicants for licenses must prove they have diligently studied their markets to find out what people ought to get from radio and tv. Then they must prove they are providing it.

The commission on Friday (July 29) issued a "report and statement of policy" which described its concept of the scope of its regulatory power over programming. Rulemaking will be instituted "at the earliest practicable date" to require applicants to spell out their programming plans and performance. A narrative report will be required in license applications.

At the same time, the commission released without comment a 380-page staff document recommending tighter controls over programming than the FCC assumed in its policy statement (see page 36). The document, prepared by the Network Study Staff which has been in charge of the FCC's general programming inquiry, has been under consideration for a month (CLOSED CIRCUIT, July 4).

The FCC's own position report of July 29 is the first commission statement on programming policies since the controversial Blue Book of 1946. The Blue Book, officially called "Public Service Responsibilities of Broadcast Licensees," sought to outline program obligations. The policy statement of last week was less specific and somewhat less restrictive than the Blue Book.

The new policy statement was discussed for five hours in a special commission meeting last Monday (BROADCASTING, July 25). Final approval came at the regular Wednesday meeting. The document is a result of an inquiry begun 18 months ago and featured by 19 days of *en banc* hearings before the commissioners last winter.

Station Obligations ■ "The broadcaster is obligated to make a positive, diligent and continuing effort to determine the tastes, needs and desires of the public in his community and to provide programming to meet those needs and interests," the policy statement says. "The commission does expect its broadcast licensees to take the necessary steps to inform themselves of the real needs and interests of the areas they serve and to provide programming . . . for those needs and interests."

The commission listed 14 "major elements" of programming usually necessary to meet the public interest—with entertainment at the bottom of the list. They included (1) opportunity for local self-expression, (2) development and use of local talent, (3) programs for children (4) religious programs, (5) educational programs, (6) public affairs programs, (7) editorials by licensees, (8) political broadcasts, (9) agricultural reports, (10) news, (11) weather and market reports, 12) sports, (13) service to minority groups, and (14) entertainment programming.

It was emphasized that these elements are neither all-embracing nor constant and do not serve as a "rigid mold or fixed formula" for station operation. "The ascertainment of the needed elements of the broadcast matter to be provided by a particular licensee for the audience he is obligated to serve remains primarily the function of the licensee," the policy statement continued. "His honest and prudent judgments will be accorded great weight by the commission. Indeed, any other course would tend to substitute the judgment of the commission for that

This story continues on page 38.
Report on staff study that urged stronger program controls is on next spread.

Where policy was incubated ■ The "position paper" issued by the FCC last week was the outcome of extensive hearings the FCC held early this year to solicit views on the degree of program surveillance it ought to exercise. The picture above was made during the presentation of NAB's testimony on Feb. 1. At the witness table in the foreground with their backs to camera are (l-r) Whitney North Seymour, president-elect of the American Bar Assn. and special counsel to the NAB, Harold E. Fellows, NAB president who died five weeks later, and Douglas Anello, NAB chief counsel. Main thrust of the NAB testimony: Although broadcasting is protected by the First Amendment which guarantees freedom of speech and of the press, the FCC has the right to examine overall program performance as a means of evaluating the character of licensees.

Commissioners in the photo are (l-r) Frederick W. Ford (now chairman), Robert E. Lee, Rosel Hyde, Chairman John C. Doerfer (who resigned a month later under fire from the House Oversight Committee), Robert T. Bartley, T.A.M. Craven and John S. Cross.

THE BRYANT REPORT: PROPOSALS FOR MORE

The evidence in the FCC's program responsibility probe has been put into encyclopedic form, augmented by staff suggestions about how programming should be regulated.

A report covering the record of testimony was submitted prior to the July 29 report and statement of policy (see story page 35) over the signature of Ashbrook P. Bryant, chief, Office of Network Study, Broadcast Bureau.

In the 380-page document titled "Interim Report," Mr. Bryant and his staff exhaustively condensed the thousands of pages of testimony and then offered recommendations, some of which were adopted by the FCC. The interim report, submitted June 15, was released by the FCC along with its own policy statement.

High spots of the staff recommendations:

■ The official concept that commercial sponsorship lessens the public service value of a program is disappearing; actually sponsorship encourages broadcasters in public affairs and cultural programming.

■ Application forms should be revised so the applicant can describe his efforts to determine public tastes and needs in his area and the efforts he proposes or has made to meet these tastes and needs.

■ Broadcasters should take seriously all the criticism aimed at their programming in the FCC inquiry, and do something about it.

■ The idea of a government council or quasi-official consulting body to guide or direct industry programming was opposed.

■ The FCC has a duty to consider a station's overall broadcast performance in granting cps or renewals. It was held that Sec. 326, the anti-censorship provision of the Communications Act, doesn't interfere.

■ There's no need for more legislation, other than that proposed to Congress by the FCC; network licensing was opposed.

The staff's interim report was based on a detailed review of the hearing evidence. It dealt with station and network policies, practices and activities; policies of the FCC and its predecessor Federal Radio Commission, and suggestions covering reporting procedure for broadcast applicants.

Summed up, the report proposed:

■ Changes in application forms (Part IV).

■ Creation of liaison routines so persons and groups with an interest in broadcast service can apprise the commission of their views.

■ Announcement by FCC and stations of pending renewal applications.

Emphasis was placed on the adaptability of FCC standards and routines to changing conditions in broadcasting.

The "trustee" responsibility of the licensee as the "mouth of the air for the community it serves" is cited frequently throughout the report, with the requirement that an account of stewardship must be given at stated intervals. The commercial privilege, it was stated, "must be subordinated to his paramount obligation to act for the community and must be incidental to his trusteeship."

This guidepost is offered licensees: "A prudent, positive and continuing effort to discover and fulfill the tastes, needs and desires of his community for public service." The licensee is told he must assume responsibility for all material broadcast through his facilities, both programming and advertising. Good faith in determining and serving community needs and interests is offered as a basic requirement. The FCC should continue to consider licensee responsibility on a case-to-case basis rather than by any minimal standards or fixed formulas, it is stated.

Components for Service ■ Elements of a well-rounded program service are described as: opportunity for local self-expression; development of local talent; programs for children; religious, educational and public affairs offerings; editorializing under the Commission's 1949 report; politics; farm, news, weather, market and sports programming; service to minority groups; entertainment; licensee determination of standards; specialized program service.

An increasing need for specialized stations is noted since the development

Document drafters ■ Chief architect of the interim report covering FCC's winter inquiry into broadcast programming was Ashbrook P. Bryant (left), chief of the Commissions Office of Network Study, Broadcast Bureau. At right is James F. Tierney, one of his assistants in conducting the inquiry. The report was released by the FCC without comment.

The Bryant interim report, prepared by the network study staff, includes a comprehensive analysis of the transcript augmented by capsule summaries of each witness' testimony and a series of recommendations dealing with proposed ways of tightening FCC's program control. It traces in depth the original regulatory concepts of the former Federal Radio Commission through the court decisions, laws and FCC rulings.

STRINGENT CONTROL OVER PROGRAMMING

of fm and tv broadcasting, with observation that few specialized tv stations are feasible though there are many radio stations serving special groups and interests. Specialized programming, it was stated, should be based on a study of community or service area needs and the type of service being provided by other stations. The licensee should be able to show his specialized service isn't merely fostering his own private interests but is in the public interest, it was added.

The old FRC policy giving all applicants for broadcast privileges "a full and fair hearing" has been modernized administratively, according to the report, but remains essentially the same.

In proposing a closer liaison with the public the report reminded there are over 5,000 broadcast stations operating and the FCC "obviously can make independent inquiry into the service of only a few of these. . . . It is to the public that the Commission must look for much of the information useful in evaluating community broadcast service. This is especially true with regard to license renewal."

An Ear to The Public ■ The report suggests the public can serve by informing the FCC of "excellence" of broadcast service as well as submitting complaints. It adds, "On a proper showing, the Commission should grant petitions of individuals and groups to set renewal applications for hearing and permit such individuals or groups to appear as public witnesses or *amicus curiae* to present evidence." Local hearings are urged where warranted.

The staff report reminds that FRC set a basic policy that advertising must be presented as such and not in disguised form, with the amount and type consistent with public service requirements. Licensees are encouraged by the commission to adhere to NAB radio and tv codes, it is stated, citing NAB's increased code activity including drives to enroll more subscribers and stiffened rules.

Licensees are described as having a duty to screen advertising to eliminate false, misleading or deceptive matter. Similarly they have a responsibility to avoid vulgar and bad-taste matter, with the NAB codes described as "a most useful guide." A reasonable balance is given as the criterion in avoiding over-commercialization, with a reminder that bills have been introduced in Congress to prescribe advertising rules.

Network Control ■ The going gets a little rougher in the discussion of network impact on station responsibility. Agency control in the commercial policy area is almost universal, according to the report's concept of the agency-network relationship, with agencies exerting considerable creative control over the subject matter of many programs. Ultimate responsibility for network programming must rest with the networks, subject to limitations, and the industry appears to agree with this concept, it was stated.

Networks are credited with "major contributions" to American broadcasting. Many licensees, it was said, "have virtually abdicated their trust with regard to newtork programming" but they needn't be helpless in exercising their station responsibilities. This warning is offered, "A trustee may not stand aside and thrust his duty upon another if he wishes to retain his trust."

The report proposes networks provide affiliates adequate advance information as to the subject matter of network programming, giving a chance to screen material in advance "with minute care."

The chapter on network regulation indicates the FCC's power isn't broad enough to reach some network policies and activities interfering with affiliates' exercise of responsibility for broadcast matter. It observes that affiliates bear the legal responsibilty for program material over which networks exercise almost complete control. Actually, the report states, network responsibility should serve and implement station responsibility, adding a comment that FCC has asked Congress for suitable legislation affecting station responsibility rather than a scheme for licensing networks.

No Right Hand on Networks ■ The administrative headaches in network licensing would be numerous, the report contends, since a network is merely "a bundle of contractual relationships, creative know-how and goodwill." And, it suggests, "if the commission, for good cause, failed to renew or revoked the operating certificate of a national network, serious consequences to the public and station licensees would ensue." Doubt was voiced that the FCC could award or transfer the "bundle of rights" to another person or provide for continuance of the network service to its affiliates. Economic injury and consequent lowering of programming quality were also mentioned, leaving the commission a choice of crippling service in many communities or resorting to a cease and desist order, for example.

Long litigation was envisioned in issuance of franchises, with a question of economic injury raised by grant of additional licensees. Courts might take a dim view of the idea, it was added. In any case, stations might show less interest in their trustee duties if networks operated under the sanction of a federal license and its responsibilities. For these and other reasons, the report favored elastic FCC authority over the networks rather than a rigid system of federal licenses.

In discussing advertiser-agency impact on stations the report said, "In general, no entertainment program goes on the air or continues without the approval of the agency or sponsor who is paying the bill." Any idea that the licensee may share in the production, selection and supervision of network programs is unrealistic, the report said in citing testimony by agency witnesses. Broadcasters who testified at the inquiry were described as "surprisingly uninformed as to the activities of advertisers and their agencies even though these directly affect the bulk of the material they broadcast."

A discussion of programming types stressed crime and violence, with the impact expressed this way, ". . . there is no doubt that many responsible and informed persons feel that our children and young adults are being damaged by excessive crime and violence on television."

Growth in public affairs programming in prime time during the past two or three years was pointed out, with a reminder that advertisers had testified there is economic support for much more such programming than is currently being offered by the networks.

Many of the conditions that led to the inquiry could have been avoided had broadcasters adhered more closely to the NAB codes, the report stated in urging the industry to step up its self-regulation.

A sharper FCC eye on programs CONTINUED

of the licensee."

Narrative Coming ■ Noting the criticism of the present statistical programming data required in FCC applications, the commission said that it intends to revise Part IV of application forms to require a statement by an applicant as to:

■ "The measures he has taken and the effort he has made to determine the tastes, needs and desires of his community or service area.

■ "The manner in which he proposes to meet those needs and desires."

Adding a touch of philosophy, the policy statement continued: "Thus, we do not intend to guide the licensee along the path of programming; on the contrary, the licensee must find his own path with the guidance of those whom his signal is to serve. We will thus steer clear of the bans of censorship without disregarding the public's vital interest. What we propose will not be served by pre-planned program format submissions accompanied by complimentary references from local citizens. What we propose is documented program submissions prepared as the result of assiduous planning and consultation. . . ."

The FCC said that the particular manner in which applicants are required to depict their proposed and past programming policies and services may have significant bearing upon its ability to decide if a station is operating in the public interest. A thorough study of the subject is now underway, the commission said, and, as soon as it is completed revisions will be announced for comment which will instill an "awareness" in broadcasters of their responsibilities to the public.

New reporting procedures will not require percentage breakdowns of types of programming nor will it place any stress on sustaining vs. commercial public service shows. "Our own observations and the testimony in this inquiry have persuaded us that there is no public interest basis for distinguishing between sustaining and commercially-sponsored programs in evaluating station performance," the statement concluded. "However this does not relieve the station from responsibility for retaining the flexibility to accommodate public needs."

Of comfort to licensees who wish to change programming, the commission also stated: "We wish to stress that no one may be summarily judged as to the service he has performed on the basis of the information contained in his application."

Freedom of Speech Conflict ■ The policy statement goes to great lengths to spell out the freedoms from programming interference guaranteed broadcasting by the First Amendment and Sec. 326 of the Communications Act. "The broadcaster's license is not intended to convert his business into an instrumentality of the federal government," it states. "Neither, on the other hand, may he ignore the public interest which his application for a license should thus define and his operations thereafter reasonably observe."

There are exceptions to the limitations upon the FCC in the consideration of programming and ". . . areas of affirmative responsibility which the commission may appropriately exercise under its statutory obligation . . ." the policy declares. "In view of the fact that a broadcaster is required to program his station in the public interest . . . his freedom is not absolute. The commission does not conceive that it is barred by statute from exercising any responsibility with respect to programming. It does conceive that the manner or extent of the exercise of such responsibility can produce constitutional or statutory questions."

The commission conceded that it is precluded from examining a program for taste or content, except under recognized censorship exceptions (i. e., obscenity, profanity, indecency, etc). Also, "this commission conscientiously believes that it should make no policy or take any action which would violate the letter or the spirit of the censorship prohibitions of Sec. 326."

Broadcasting, the FCC policy continued, presents problems peculiar to itself which are not necessarily subject to the same rules governing other media of communication. "Although the commission must determine whether the total program service of broadcasters is reasonably responsive to the interests and needs of the public they serve, it may not condition the grant, denial or revocation of a broadcast license upon its own subjective determination of what is or is not a good program," the commission stated.

Flat Rejection ■ The FCC turned a cold shoulder to those witnesses making "persuasive arguments" that it has the authority and obligation to require licensees to present specific types of programs. "With respect to this proposition, we are constrained to point out that the First Amendment forbids governmental interference asserted in aid of free speech, as well as governmental action repressive to it," the commission said.

The commission and courts have consistently maintained tha the responsibility for the selection and presentation of individual programming rests entirely upon the individual licensee, it was pointed out. "The commission's role as a practical matter, let alone a legal matter, cannot be one of program dictation or program supervision."

In addition to programs, licensees must assume final responsibility for advertising carried over their facilities, the policy statement continues. "With respect to advertising, the licensee has the additional responsibility to take all reasonable measures to eliminate any false, misleading or deceptive matter and to avoid abuses with respect to the total amount of time devoted to advertising as well as the frequency with which regular programs are interrupted. . . . This duty is personal to the licensee and may not be delegated."

More to Come ■ The policy statement and upcoming rulemaking are a continuation of the commission's programming inquiry instituted in February 1959. Over 90 witnesses appeared before the commission in *en banc* hearings during last December-January. The record during the 19 days of testimony encompassed nearly 5,000 pages.

The commission said that it will make every effort to expedite its consideration of the entire proceeding and will take "such definitive action as the commission determines to be warranted."

Busy, busy week at FCC

Last week was a highly atypical period at the FCC as the commissioners pushed to clear pending items prior to their annual one-month hiatus. While the commission normally meets only one day a week, three long sessions were held Aug. 25-29, plus a full day of oral arguments. Here, in capsule, is the week's activities:

Monday—A special meeting from 10 a.m. to 6:30 p.m. on the programming inquiry (adjacent story) and the Little Rock convention coverage (see page 64).

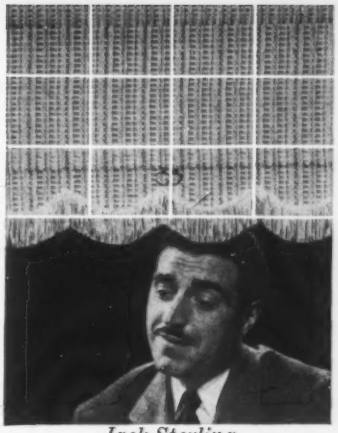
Tuesday—No meeting held, with commissioners doing their homework for the next day.

Wednesday—The regular meeting, which did not break up until 7:30 p.m. with just under 100 broadcast actions being taken.

Thursday—Five separate oral arguments, with all seven commissioners sitting.

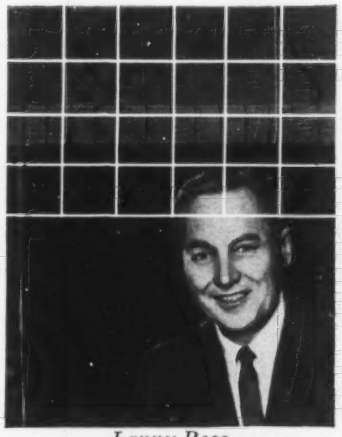
Friday—A special meeting to complete unfinished Wednesday agenda items, headed by planned hearings on pay tv.

THEY GET INTO MORE DIFFERENT HOMES!

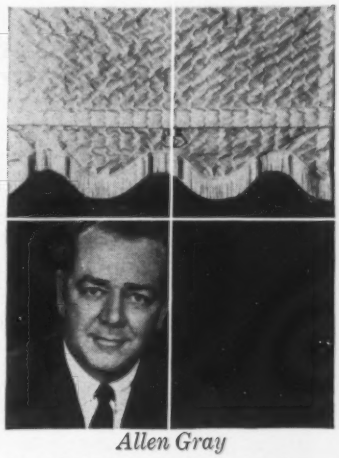


Jack Sterling

Martha Wright



Lanny Ross



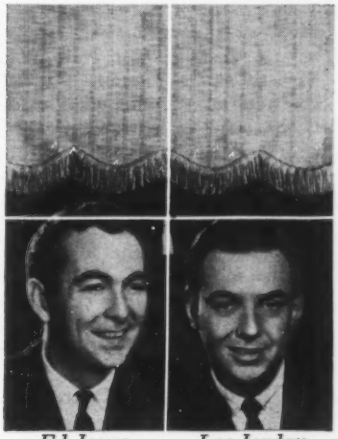
Allen Gray

Freeman & Hayes

Arthur Godfrey

Bing Crosby & Rosemary Clooney

Dick Noel



Ed Joyce *Lee Jordan*

1,461,200 *different* homes each day, 3,131,700 *different* homes each week hold open house for them and give WCBS Radio the largest unduplicated audience of *any* station in New York radio! A cumulative rating of 33.5% daily and 71.8% weekly of the total radio homes in the vast 17-county New York area (Cumulative Pulse Audience, March 1960).

ONLY WCBS Radio in all of New York radio offers this combination of top talents and prestige programming: Jack Sterling, Dick Noel, Martha Wright, Allen Gray, Freeman & Hayes, Arthur Godfrey, Lanny Ross, Garry Moore, Ed Joyce, Bing Crosby, Lee Jordan, Rosemary Clooney —plus, daytime dramas, special events, CBS News, mystery and adventure series, and the famed Philharmonic!

WCBS Radio attracts the biggest unduplicated radio audience in the nation's biggest total market! Want to call on more different people in New York? Call on

WCBS RADIO

Represented by CBS Radio Spot Sales.

A BLOW AGAINST HOUSE AGENCIES

Lestoil switches $10 million to new Sackel-Jackson agency

Adell Chemical Co., which lavishly spent for tv time and became one of the medium's biggest sales success stories, is revising its agency tactics.

Change came last week with announcement by Sol Sackel, president of the Sackel Co., Boston, that his five-year-old agency had merged with Jackson Associates, Holyoke, Mass., to form The Sackel-Jackson Co. Inc. Latter agency had been the Adell house agency. With acquisition of Lestoil (billing about $10 million), the new agency now has annual billings of approximately $12 million.

Last week's announcement described the merger as "a blow against the concept of the house agency." Daniel E. Hogan Jr., new president of Lestoil Products Inc., indicated a strong conviction that house agencies are too subjective and limited in scope to provide the objectivity and creativity necessary for strong, sound advertising.

"Less than 2% of America's advertisers use house agencies," Mr. Hogan said, "because house agencies lack the creative and competitive motivation so vital in today's market. The traditional agency is best equipped to render the service we need."

Mr. Sackel, who is president of the expanded agency organization, also announced these major appointments in the new Sackel-Jackson:

Ralph Schiff, formerly vice president at Sackel, as executive vice president of Sackel-Jackson.

Don Heath, previously executive director of Jackson Associates, as vice president and account executive at S-J.

Irv Eison, formerly account executive on Sackel's Beacon Wax account, S-J vice president in charge of marketing.

Leonard Tarcher, with various top New York agencies, vice president in charge of media.

Rene Reyes, formerly tv time buyer at Jackson, director of broadcast media.

Andrew Halmay, formerly with New York agencies, vice president and creative director.

The Sackel-Jackson agency headquarters are at 18 Newbury St., Boston 16, Mass.

In addition it was announced that the Lestoil advertising department had been revamped as a separate internal advertising organization with Mrs. Eleanor Miller, formerly account executive at Jackson, named Lestoil's advertising manager.

MR. SACKEL MR. SCHIFF MR. HEATH MR. TARCHER

■ Business briefly

Times sales

New arrival ■ Squibb Labs, new marketing unit of E.R. Squibb & Sons, has signed full sponsorship of *People Are Funny* on NBC-TV beginning Sept. 18 (Sun. 6:30-7 p.m. NYT). The purchase is said to mark the first fulltime sponsorship of network tv by the pharmaceutical firm for the purpose of promoting consumer products. Agency: Donahue & Coe, N.Y.

Regional interest ■ Standard Oil Co. (Indiana) will sponsor the 1960 college all-star football game over ABC Radio in 15 midwest states. The annual grid classic will be carried by ABC Radio and TV Aug. 12 (Fri. 10 p.m. EDT). Standard's agency: D'Arcy Adv., St. Louis.

Bowling buy ■ Brown & Williamson Tobacco Corp., Louisville, has signed for participating sponsorship in a new bowling feature starting Oct. 8 on ABC-TV, immediately following *Saturday Night Fights*. Titled *Make That Spare*, the program will offer cash prizes to bowling stars who knock down two separated pins set up in classic spare situations. Agency: Ted Bates & Co., N.Y.

Tourist trade ■ Air France will launch a one-minute spot campaign over 11 good music radio stations, starting Aug. 15, to promote "Parisian Holidays," a 7-day package tour of Paris which becomes available Oct. 1 at a price of $498.60. A minimum of 10 spots weekly are scheduled for New York and Newark and minimum of three spots per week in Washington, Philadelphia, Boston, St. Louis, Miami, Baltimore, San Francisco, Chicago and Los Angeles. Agency: BBDO.

C-P buys two ■ Colgate-Palmolive Co., N.Y., has bought alternate week sponsorship in two NBC-TV fall entries—*Dan Raven*, Friday (7:30-8:30 p.m. NYT) and *Outlaws*, Thursdays (7:30-8:30 p.m. NYT). The *Dan Raven* purchase was made through Ted Bates; the *Outlaws* buy via D'Arcy.

On the road ■ "Take to the Road for Fun" is the theme of radio and tv spots in the extensive pre-Labor Day campaign of Ashland Oil & Refining Co., Ashland, Ky. The radio drive will use 86 stations and more than 1,600 musical spot commercials per week on the theme. In addition the six tv stations on which Ashland Oil sponsors regularly scheduled programs are carrying special spots pushing pleasure driving. Newspapers will also be used in the campaign. Ashland Oil & Refining Co. agency is the Ralph H. Jones Co.

Beauty show ■ Lestare Co. through Sackel-Jackson Co., Boston, and P. Lorillard Co. (Newport cigarettes), through Lennen & Newell, N.Y., will sponsor more than 12 hours of live tv coverage of the International Beauty Congress at Long Beach, Calif., on a special California hookup. KTTV (TV) Los Angeles will feed the progress of the congress, from the opening ceremonies on Aug. 6 to the crowning of Miss International Beauty on Aug. 12, to KOVR (TV) Stockton and KTVU (TV) Oakland-San Francisco, with pos-

FRONT LINE
of the WSB-TV news team

Poised here before *White Columns* are the men and mobile units that provide viewers with the most complete local and regional television news coverage in Georgia.

Cars shown are equipped with 2-way short-wave, mobile telephones, police radio. Complete mobile unit is pictured right. A helicopter is on call. Magnetic sound cameras are used.

When an alleged attempt was made to bribe a Fulton County grand jury foreman, a concealed WSB-TV cameraman filmed the actual passing of money. For this filmed story WSB-TV has just received the Associated Press' highest news award for Georgia in 1959—"Superior" in general news.

This station also was awarded the AP "Superior" for news features—the staff-produced "One in a Million" that documented Atlanta's reaching a million population being the winner.

With seven local newscasts daily, in addition to regular network news, WSB-TV is THE news station of Georgia. Audience ratings are consistently higher than for any other Atlanta tv outlet.

ATLANTA'S

WSB-TV

CHANNEL 2

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television shows for each day of the week July 21-27 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., July 21	Untouchables (9:30 p.m.)	ABC-TV	19.9
Fri., July 22	77 Sunset Strip (9 p.m.)	ABC-TV	15.3
Sat., July 23	Gunsmoke (10 p.m.)	CBS-TV	27.3
Sun., July 24	What's My Line (10:30 p.m.)	CBS-TV	19.8
*Mon., July 25	December Bride (10 a.m.)	CBS-TV	8.0
**Mon., July 25	Republican National Convention		20.6
*Tue., July 26	I Love Lucy (11 a.m.)	CBS-TV	8.0
**Tue., July 26	Republican National Convention		23.5
*Wed., July 27	I Love Lucy (11 a.m.)	CBS-TV	9.5
**Wed., July 27	Republican National Convention		30.0

* Highest rating during the day for all shows other than the Republican National Convention.
** An average of total audience of all three networks during the Republican National Convention from 8 p.m. until 11 p.m.

Copyright 1960 American Research Bureau

sibly other stations to be added. The same advertisers will also sponsor about five hours of preliminary proceedings on KTTV only.

Life on wheels ■ U.S. Steel Corp., via BBDO, N.Y., will sponsor hour-long musical-comedy special, "Step on the Gas: The Story of the American Motorist," to be produced by Max Liebman on CBS-TV Oct. 19 (Wed. 10-11 p.m. EDT). Stars signed to the *U.S. Steel Hour* program include Jackie Cooper, Shirley Jones, Pat Carroll and Hans Conried.

Ready for fall ■ Four advertisers—American Tobacco Co., Farmer's Insurance Group, Chevrolet Dealers of Southern California, and Falstaff Brewing Co.—will co-sponsor play-by-play broadcasts of the 1960 season of the Los Angeles Rams pro football team on a special network in Southern California, Arizona and Nevada, with KMPC Los Angeles as key station. Agencies are: for American Tobacco, BBDO, N.Y.; for Chevrolet, Eisaman, Johns & Laws, L.A.; for Farmer's Insurnace, Honig-Cooper & Harrington, L.A., and Dancer-Fitzgerald-Sample, N.Y., for Falstaff.

Gunning in 24 ■ Hubley Mfg. Co. (toy guns), Lancaster, Pa., has lined up 24 markets for 13-week pre-Christmas tv spot campaign using varied number of minutes only in children's shows. Advertiser enters spot tv twice yearly for pre-Yule and pre-Easter drives. Agency: Doyle Dane Bernbach, N.Y.

Stock shorts ■ Hooker & Fay, San Francisco brokerage firm, is sponsoring *This Is Wall Street,* 80-second market reports direct from New York by Guthrie Janssen, investment authority, broadcast Mon.-Fri., at 5:15 and 7:15 p.m., on KABL San Francisco.

Betting on 'Groucho' ■ P. Lorillard Co. (Lennen & Newell, N.Y.) and Toni Co. (North Adv., Chicago) signed for co-sponsorship of NBC-TV's *The Groucho Marx Show* during the 1960-61 season (Thur. 10-10:30 p.m. NYT).

AFL rooters ■ Colgate-Palmolive Co. (Ted Bates) and Schick Safety Razor Co. (Compton Adv) join the sponsorship list for ABC-TV's coverage of the first season of professional American Football League telecasts. Beginning Sept. 11, league games will be telecast Sunday afternoons and on Thanksgiving Day, in addition to the championship game on Saturday, Dec. 31. Previously announced sponsors include Pabst Brewing Co., General Cigar Co., and Sinclair Refining Co.

Speidel special ■ Speidel Corp. (watchbands), Providence, R.I., signed for full sponsorship of a live variety special starring Jackie Gleason, which CBS-TV has scheduled for Oct. 9 (Sun. 9-10 p.m. EDT). The program is the first of two specials planned by Mr. Gleason for next season. Agency: Norman, Craig & Kummel Inc., N.Y.

SRO for 49ers ■ The 1960 schedule of the San Francisco 49ers on a special 12-station hookup in northern California and western Nevada (KSFO San Francisco, key station) are completely sponsored. Falstaff Brewing Corp. through Dancer - Fitzgerald - Sample, N.Y., will sponsor half of the games; General Insurance Co. of America, through Cole and Weber, Seattle, and American Tobacco Co., for Dual Filter Tareytons, through Lawrence C. Gumbinner, N.Y., one-quarter each. They also sponsored the 49er games in 1959. This year's schedule includes six exhibition games and 12 regular season contests.

Ford's Canadian plans ■ Ford Motor Co. of Canada Ltd., Toronto, Ont., will spend most of its television budget on Canadian Broadcasting Corp. network programs in the coming season. For the Ford-Monarch-Falcon division, placed through J. Walter Thompson Co. Ltd., Toronto, shows will be *Tennessee Ernie Ford,* live from Hollywood; *Jack Kane Show,* live from Toronto; *Jeunes Visages,* live from Montreal. For the Meteor-Mercury-Frontenac division, through Vickers & Benson Ltd., Toronto, shows will be *Juliette,* live from Toronto; *La Pension-Velder,* live from Montreal; and *Klondike,* American film serial based on book by Toronto newspaperman Pierre Berton.

BARTER PLAN
Ad agency advertises for new advertisers

Regal Advertising Assoc., New York, which supplies film for time on behalf of clients, has been advertising in the *New York Times* and the *New York Herald-Tribune* for two additional national advertisers who are in radio and television. Stanley Grayson, Regal's executive vice president and general manager, when asked about Regal's one-inch display ad in the financial section of the *Times*, said last week that the ad had brought in 30 or 40 replies.

Regal, according to the advertisement, wanted the advertisers as participants in a "new plan which yields sensational savings." Asked about this, Mr. Grayson explained: "We are looking for the average concern. . . . We offer something different." Mr. Grayson said that Regal doesn't own time (which some bartering individuals will then resell to clients at discounts). Instead, Regal supplies products to stations which in turn provide time to the advertisers at a much lower cost than if the advertiser sought the time himself. Regal for its trouble takes 15% "agency commission" from the top worth of the time based on gross rates. Mr. Grayson said Regal was screening the advertisers which responded, adding "We seek the little company—the $200,000 to $400,000 ad account—that the large radio or tv agency cannot afford to handle."

St. Louis merger joins two agencies

Wilten Adv., St. Louis, merges today (Aug. 1) with Ridgway-Hirsch Adv. Co., that city. Max Wilten joins the latter agency as a vice president. Wilten Adv.'s entire staff will move into R-H's newly expanded offices at 8012 Carondelet Ave., where it will function as the Wilten Div. of R-H.

The merger announcement last week also pointed out that the Wilton Div. will service three branches of International Shoe Co., as well as the Samuels Shoe Co.

Stepping out to meet the alert and the inquisitive, people who are enriched by the knowledge and talent of a "Metropolitan" personality—a personality like each of our widely known Television, Radio and Outdoor properties.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

TV STATIONS: WNEW-TV, New York; WTTG-TV, Washington, D.C.; WTVH, Peoria/Ill.; KOVR-TV, Stockton-Sacramento/Calif.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland
OUTDOOR: Foster and Kleiser—operating in Arizona, California, Oregon and Washington.

gesundheit!

(or, you can't sneeze at results like these...)

About three years back, one of our HR&P salesmen proposed a tailor-made spot TV plan to the makers of a cold remedy who were consistently majoring in network television.

The plan wasn't taken *exactly* as he presented it. But the company *DID* buy one which was at least a first cousin – and thus brought a new budget of nearly half a million dollars to spot TV.

This made our man happy, of course. Later – when the cold remedy's sales went up about 15% – he was five times as happy because a fivefold boost in the spot TV budget was contemplated for the following sniffle season. Since, however, there are serpents in every Eden, we were called in twice before that time to defend our medium (this being one of our specialties) against other interests.

Successfully so, you should know. For the larger spot budget was continued during last Winter–and approximately the same amount is now earmarked for the 1960-61 season. Obviously the advertiser has benefited, the stations we represent have benefited, the spot TV medium has benefited. It's always nice to see everybody win.

THE MORAL IS THIS: HR&P salesmen are picked for creative flair and resourcefulness–which directly rewards the stations who have picked us. But it goes beyond that. Since we concern ourselves with only *one* medium, there are no limiting factors to keep us from the creation of new business for the whole spot TV industry. In other words – and uniquely – we can afford to be *doubly* creative.

Briggs Palmer, New York office

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK · CHICAGO · DETROIT · ATLANTA · BOSTON · SAN FRANCISCO · LOS ANGELES

Car dealers top radio advertising roster

A new Radio Advertising Bureau study of 52 local business categories ranks car dealers and supermarkets in first and second place respectively among all local radio advertisers. The RAB report, which was released to members July 25, shows almost 98% of all stations receive some revenue from new and used car dealers, with the average station deriving 10.9% of its total local income from the car business.

Supermarkets account for more than 6% of radio's local revenue, and 92.5% of stations responding to the survey list supermarkets as clients, according to RAB's "who's who" report. Other leading local advertisers are ranked in this order: appliance stores, department stores, furniture stores, banks, soft-drink bottlers, movie theatres and tire, battery and accessory dealers. While spending less money in local radio, more than eight out of ten stations report carrying laundries, drug stores, night clubs and restaurants and jewelers.

Economic forecast: M-E surveys world

McCann-Erickson's continuing economic forecasting took on world overtones last week as it issued a new booklet that reports the free world in the sixties. It's titled, "The Decade of Incentive," the same title of an earlier U.S.-only report (BROADCASTING, June 4) and sequel to a still earlier study "The Turning of the Tide" issued during the 1957-58 recession. The reports were based on studies by Marplan, McCann's marketing research division.

The new "Decade" is in five sections, covering in a nutshell the global economic outlook. Each section is duplicated in English, French, German, Spanish and Portuguese. McCann-Erickson finds a free world "gaining rapid momentum in an economic upswing that holds dramatic promise for the future," of strong and stable growth trends. The challenge in the 1950s, says M-E, was in production, but in the 1960s it's marketing. Predicted: an estimated population gain as much as 20% and of national output by well over 50% in the free world.

■ Agency App'tments

■ Continental Oil Co., Houston, which bills about $3.5 million, is soliciting agency bids after the oil firm and Benton & Bowles have terminated their association. Reportedly the parting was touched off by Shell Oil's restlessness that led to the moving of its $11 million account from J. Walter Thompson to Ogilvy, Benson & Mather. Before OB&M had been picked, Benton & Bowles apparently had offered its resignation to Continental in order to solicit the Shell account.

■ The Boston Safe Deposit and Trust Co., Boston, last week announced the appointment of Mogul Williams & Saylor, N.Y., as its agency. An extensive consumer advertising program, under the supervision of MW&S's Wray D. Kennedy, will be launched in early fall.

■ Lehn & Fink Div. of Lehn & Fink Products Corp., N.Y., has assigned Med-Quik, Lysol and Etiquet to Geyer, Morey, Madden & Ballard, N.Y., and Stri-Dex, Hinds Honey and Almond Cream, Lysette and Young Look cosmetics to Ted Bates, N.Y.

■ Waitt & Bond, N.Y., appoints Daniel & Charles, that city, to handle advertising for Blackstone, Haddon Hall and Yankee cigars. The account's media schedule includes print, radio and television; it formerly was serviced by Cairns & Chirurg, N.Y.

■ Pacific Telephone/Northwest, serving Washington, Oregon and part of Idaho, has appointed Guild, Bascom and Bonfigli, San Francisco, effective Dec. 31, 1960. BBDO, will continue as the company's agency until that date and will also continue as agency for Pacific Telephone, which serves California and part of Nevada.

■ Diamond Deb, Burbank, Calif. (nail dressers which shape nails with diamond sapphire crystals), has appointed Adams & Keyes, L.A., to handle its advertising, which will be principally on television.

Boudoir brochure

Radio Advertising Bureau, New York, has set an alarm to wake up the nation's mattress advertisers. In an RAB pocket-size presentation released last week, one of a current series directed at specific groups of advertisers, mattress marketers are given eight reasons why "radio is the wake-up medium for mattress sales." The brochure points out that "radio sells at the point-of-use—in bedrooms." People are most aware of their mattress needs while in their bedrooms and "surveys show nearly 7 out of 10 families have radio sets in bedrooms . . . also, surveys reveal that 26.4% of people listen to radio in a bedroom on the average weekday. Among other facts listed, RAB says one-third of U.S. families want additional mattresses or replacements.

■ Also in broadcast advertising

To Fifth Ave. ■ Ben B. Bliss Co., advertising agency, N.Y., after 13 years in the penthouse of the Times Tower Bldg., has moved to larger quarters at 574 Fifth Ave. Telephone: Judson 2-4733.

Change of air ■ Airtemp Div. (air-conditioning equipment), Chrysler Corp., has transferred its $1 million advertising account from Grant Adv.'s office in Detroit to the agency's New York office. Allan B. Clamage, account executive on Airtemp at Grant in Detroit, is moving to New York as account supervisor.

Client check list ■ Broadcast Advertisers Reports, N.Y., has added an account summary section to its local market reports. The section is a client checklist which indicates the national, regional and local advertisers currently using spot television in a market, and the stations with which they deal.

Merchandising survey ■ Agency attitudes toward merchandising by television and radio stations will be explored in the next Timebuyer Opinion Panel study conducted by NBC Spot Sales. Questionnaires have been distributed to timebuyers at agencies throughout the U.S. soliciting their views on stations' merchandising assistance, the extent to which it does or does not affect timebuying decisions, whether clients are willing to pay for or share the cost of it, etc. Results of the study, seventh in a continuing series by NBC Spot Sales, are expected to be ready for release in about two months. The earlier surveys, all published in BROADCASTING, touched on similar phases of network and station operations with the timebuyers expressing constructive criticism.

Incentive ■ New accounts for MacManus, John & Adams of Canada Ltd., Toronto, Ont., mean silver dollars for all the staff. The advertising agency announced this incentive program some months ago and has already received a number of new accounts as a result. Every member of the staff receives a silver Canadian dollar each time the agency gets a new account. Some recent silver dollars have become collector items in Canada. The agency has been operating in Canada about six years.

NEW STANDARD OF THE UPRIGHTS (VR-1001A)

incorporates all the components of the performance-proven DeLuxe Console in a pint-size 11½ sq. ft. . . . just 5′ 3″ high . . . the perfect answer for mobile-unit use . . . or anywhere else space is tight. Easy to operate sitting down. And, it's got accessibility plus . . . for servicing, every component at your fingertips. You get this same kind of convenience in tape handling, too . . . working with standard, side-by-side horizontal reel operation when threading tape or splicing on the tape-stacking work shelf. The compact Ampex VR-1001A . . . a new standard in TV tape recording.

Ampex gets the vote! A total of 47 Ampex VTR's were used to cover the Democratic and Republican National Conventions! At the local level, campaign spots and speeches can pay for an Ampex for your station. Hop on the tape bandwagon . . and help yourself to new profits . . . now!

NOW...NOT 1 BUT 2 VIDEOTAPE* TELEVISIO

*TM Ampex Corp.

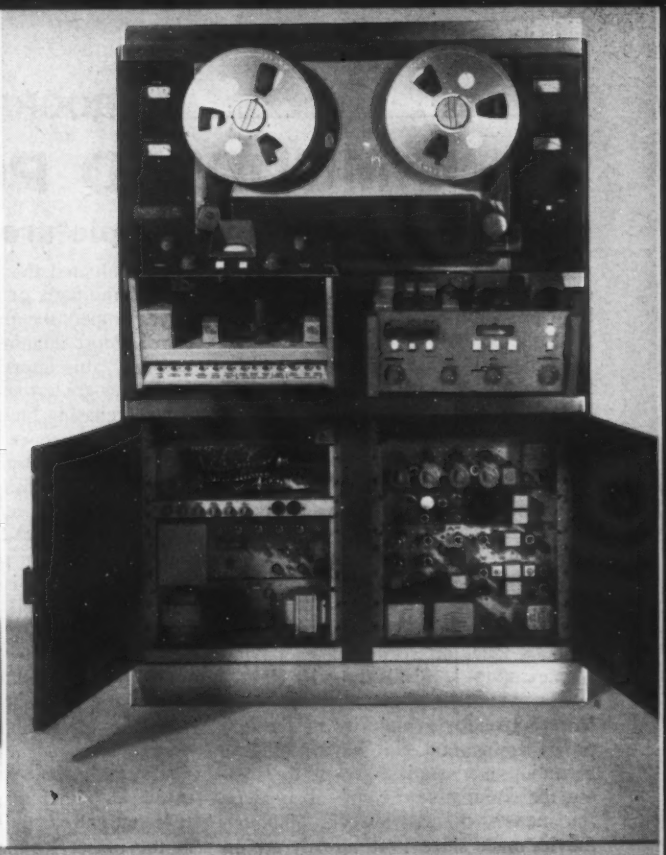
NEW PERFORMANCE-PROVEN DELUXE CONSOLE (VR-1000C)

unites years-ahead features with years-proven, table-top convenience. Just slip tape reel on spindle . . . lift off. No hold-down knobs. No pins to line up. The only recorder that "works so fast" you can schedule tapes back-to-back . . . (and profit from it) ! Use work surface for stacking reels . . . holding cue sheets . . . splicing tape. And accessibility — from either front or back — is virtually as easy as "swing-out" shelves. For the facts on *all* the features you expect — and get — only from Ampex, write for detailed information.

Ampex tapes are made and played around the world.

AMPEX

VIDEO PRODUCTS DIVISION
AMPEX PROFESSIONAL PRODUCTS COMPANY
934 Charter Street • Redwood City, Calif.



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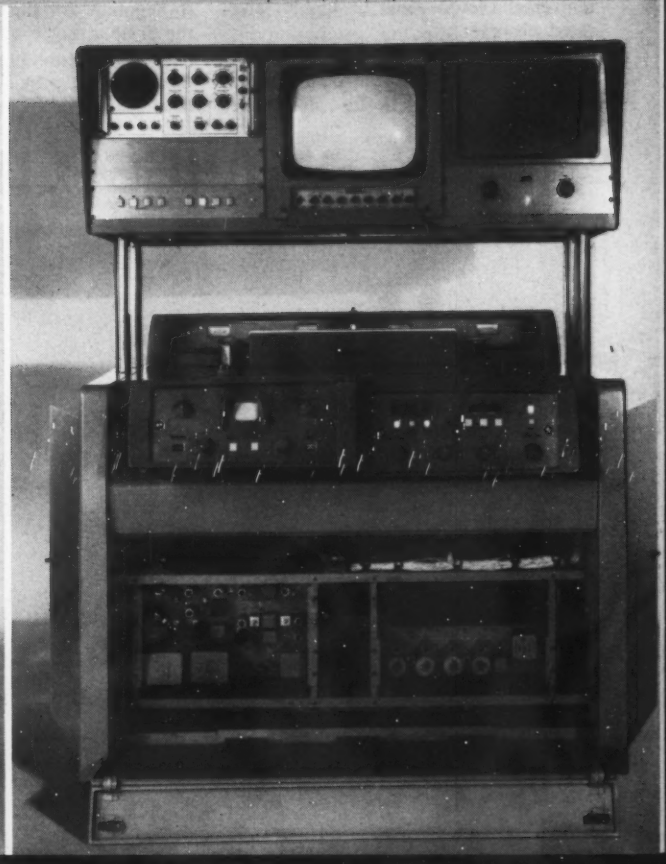


THE MUDDLED POST-'48 PICTURE

Tv wants recent motion pictures—but only if the price is right

A tug of war is shaping up over one of the most eagerly awaited plums in local television programming—the post-1948 feature films.

In the traditional attitude of negotiators, stations which have eyed the post-1948 films so covetously for so long are taking the position that maybe they aren't worth all the excitement after all. And major producers, who have so adamantly held them off the television market, are touting their quality and threatening to take them back—to wait for pay tv—if stations aren't willing to pay up.

"There's nothing magical about the post-'48 label on feature films. What we care about is this: is the price right?"

Thus a station executive in New York spoke for a majority of the key programming and film buying officials at stations and station groups throughout the country who were surveyed by BROADCASTING last week. Though movies made since 1948 already are on the market from independent and foreign sources, there are growing signs that such major studios as Warner Bros., 20th Century-Fox, Samuel Goldwyn Productions, and possibly Columbia will put their product up for sale by this fall and winter. On the sidelines, Paramount, Metro-Goldwyn-Mayer and Universal Pictures will be highly interested observers.

A Price War? ■ The dilemma surrounding the sale of the post-'48 features to tv is this: The film companies have evaluated this product as "superior" to the films of the pre-'48 era and have jumped the price tags. The stations almost unanimously have refused to "buy" this appraisal willy-nilly, and insist they are not going to be stampeded into purchasing films bearing a post-'48 label at a steeper price than in the past—just because they're post-'48s. During current discussions surrounding Columbia, Fox and Warner products, specific prices have not been quoted, but station executives claim they have received the "unmistakable impression" that post-'48s will be pegged higher than earlier features.

These highlights emerged from talks with program and film-buying officials at stations throughout the country:

■ The prices that have been mentioned informally are "way out of line," and in some cases are from 150% to 250% higher than for pre-'48 films. It is recognized that prices are elevated at the outset for negotiating purposes, but station management has the feeling that film companies have exaggerated the value of the post-'48 tag.

■ The vast majority of stations that make substantial use of feature films are well stocked with pre-'48 product. They feel no immediate need to replenish the cupboard. They are willing to negotiate for the newer product, but the price must be satisfactory.

■ The feature film market has been "soft" in the past six months. Stations consider themselves to be in a stronger bargaining position than the distributor.

■ Many stations that have obtained lists of the post-'48 features are not convinced that the product is much better —or better at all—than the pre-'48 counterparts. They agree the product is more adult but point out that this factor may preclude some features from exposure on tv. They agree that many so-called "block-busters" were produced in the past 10 years, but add there were "just as many dogs made too."

Admittedly, this summer is a period of probing. Distributors are sounding out the stations to ascertain "how far they can go." The major companies that have announced plans to sell their post-'48s are Warner Bros. and Samuel Goldwyn (10 post-'48s are included in their package of 55). Columbia has been soliciting station thinking without formally offering its package, and Fox, through National Telefilm Assoc., is represented by 26 features in a package of 50 (the remainder are from independent producers). United Artists has 410 post-'48s from various independent sources and from UA itself and already has released more than 150 films. Smaller companies that are pitching packages include Pine-Thomas and M & A Alexander.

Grave Concern ■ Distributors are well aware of the stand-offish attitude of stations toward the post-'48s. Robert Seidelman, vice president in charge of syndication for Screen Gems, which will distribute the Columbia product

MOVIES LIKE THESE MAY BE

GOLDWYN'S 'HANS CHRISTIAN ANDERSON'
Danny Kaye

COLUMBIA'S 'WATERFRONT'
Marlon Brando, Eva Marie Saint

if a go-ahead decision is made, expressed grave concern about the feature film market in free television.

"Many stations are fat and healthy today," Mr. Seidelman asserted. "They seem to want to go along in the same way they have in the past few years. Columbia definitely will not sell its features to tv stations unless we get what we consider to be a reasonable price.

"We feel, particularly, that the Columbia post-'48 product is highly superior. If you glance through our list, you'll see that the quality of our releases was upgraded considerably after 1948. And we don't intend to sell them unless we get our price.

"We are serious when we say that we are exploring pay television carefully. We think there is considerable potential in that area. And we do not intend to dissipate our product on free television—unless the price is right.

"It is my feeling that distributors have been taking it on the chin the last six or eight months. At Screen Gems, we know we have the product. And if stations want it, they will have to pay."

Stations Resisting ■ Rod Erickson, who is handling sales for Samuel Goldwyn's package of both pre- and post-'48 features, acknowledged that there is substantial resistance on the part of stations, pointing out they are receiving overtures from six different package distributors. He said that although stations may consider the asking price for the pictures rather high, this is subject to negotiation. He indicated that a "fair price" for the Goldwyn pictures would be about one and one-half times the cost for a comparable, quality package of other pre-'48 pictures.

Mr. Erickson said he is seeking a network sale for a few of the "best" pictures in the library and added that if the features fail to gain "a fair price" on free tv, they would be held back for pay tv. He interjected this comment: "The big question is: When is pay tv coming?"

Creative Telefilm & Artists, which holds the rights to more than 110 post-'48 Warner features, has not supplied stations with its list or entered into negotiations, but is expected to make such moves within the next two to three weeks.

This summer and fall promise to shape up as a period of "watchful waiting." There will not be the excitement engendered by the release of the pre-'48 films in 1955 and 1956. For one thing, feature films from the major studios were then a novelty. For another, product was abundant and transactions therefore were numerous and on a large-scale financial basis.

Today, feature films are considered staple programming. The vast product is not here. Motion picture industry sources place the number of post-'48 features released to theaters at slightly more than 4,000 from Columbia, M-G-M, Paramount, RKO, Fox, United Artists, Universal and Warner Bros. There is no precise information on the films produced by smaller independents or foreign companies and released to tv. Even the post-'48 label itself is nothing new—more than 1,900 post-'48 features already have been sold to tv, according to Broadcast Information Bureau. Admittedly, a bulk of this product is foreign film and others are independent productions and some RKO and Warner features, which had been cleared for tv by negotiation with the talent guilds.

No Hoop Jumpers ■ A sampling of opinion from station and programming officials follows:

Herb Jacobs, president of TV Stations Inc., New York, which serves as a film buying agency for stations in 118 markets, expressed the view that although stations are interested in post-'48 features, "no one is jumping through the hoop." He believes distributors will have to become "more realistic" about price. "There is a point of no return," he said. "A station has just so many spots it can fill. The competition in some markets has become keener over the past two or three years. But stations still have only a set number of spots they can fill and in some cases, the spots are becoming harder to sell."

Mr. Jacobs, asked to evaluate the quality of the post-'48s, replied: "That's difficult. I'll say this: the product is new. But I think there are just as many good and bad pictures in this later group as there were in the pre-'48s. The situation is quite different from what it was three and four years ago. Today, stations have libraries. Those that need product to augment their stock may go out and buy. But from where I sit, nobody is snapping."

No Hurry ■ Hal Hough, director of program services, CBS-TV Stations Division, which counsels the five CBS-owned tv stations on their program requirements, observed: "We are taking our time on the post-'48s. We hope to look at all product—and then examine the price." He pointed out that "we have substantial reserves of features at all our stations," and added that "people still watch pictures and do not watch dates."

Mr. Hough said distributors who

HEADED TOWARDS TELEVISION

UNITED ARTISTS' 'SUMMERTIME'
Katherine Hepburn, Rossano Brazzi

WARNER'S 'GIANT'
Elizabeth Taylor, Rock Hudson, James Dean

have visited him have quoted "price areas and not prices" and these seemed to be out of line. He was not inclined to regard seriously the threat of some distributors to offer their product to pay television. He said one consideration that had to be weighed carefully is: Are the themes of many of the adult pictures suitable for tv? He believes that some features may not meet the CBS standards of taste, because of questionable and controversial themes. He said the CBS-TV Stations Division had evaluated, for its own use only, the post-'48 features that are headed for tv distribution. In general, he said, there is the feeling that although there are a substantial number of good pictures, some of them are "unbelievably bad." A good portion of the product produced in the last 10 years, Mr. Hough said, was aimed at the teen-age market and these films are not the type CBS would recommend to its stations.

Post-'48 vs Pre-'48 ■ A manager of a station in a large southeastern city made this observation: "There is no indication that the post-'48s are any better than the pre-'48s." He said he has not seen any lists of the post-'48 product but, based on reports, he is not inclined to pay more than for earlier films. He pointed out that he still has a considerable supply of films on hand and does not need to come to a quick decision. He added: "The production date isn't really critical. People don't mind films from the '40s, though the late '20s and '30s are a problem. The adult angle isn't important. Either pre- or post-'48 requires careful screening and programming."

A manager of a station in a large eastern city said he is "anxious" to know what the new packages contain, but pointed out that "our pre-'48s have been used fairly well, and there are plenty of pictures remaining, so there's no critical need." He said he assumes distributors will ask for higher prices, and he is keeping an open mind until he has a chance to assess the value of the films. He observed that advertisers and agencies have not expressed to him any particular interest in the post-'48s specifically.

A top executive at a Washington station made this pointed comment: "Our price ceiling is reached; we wouldn't pay a cent more for a post-'48 film than for a pre-'48. I personally have never heard of an advertiser or agency voicing an interest in post-'48 features. In some markets, one station bought up practically all the pre-'48s to keep them away from the competition. Washington values are closer to the true values."

Bob Smith, program director and film buyer of WOR-TV New York, said WOR-TV is interested in the post-'48s—"but only if the price is satisfactory. He indicated that if the price were "very high" or even "high," the station soon would lose interest. He said the station is well stocked with features and can program for several years with its present libraries. The prices that were mentioned to him by several distributors, Mr. Smith said, were "high" and sales were not completed.

Meanwhile, Al Perlmutter, program director of WNBC-TV New York, echoed the sentiments of other station executives in saying that he personally felt that post '48 packages he has evaluated are "over-priced." He estimated that distributors are asking about twice as much for these films as for pre-'48s, and indicated that while some individual films are worth twice as much, others in the package are not. He said the station is in "no rush" to buy the post-'48s, since there is "a fair supply" of film on hand. He added too that the station has been buying and scheduling foreign films in some of its feature slots and this will prolong its domestic supply.

Low Supply ■ The manager of a station in a big city in the Middle Atlantic area said: "Our supply of pre-'48s is getting a bit low. We do need some fresh product, but price is a worry. We positively will not pay more just because the pictures are post-'48s. We've had film from the middle and late 50s and we have learned that lateness is not important. Let's not forget that we still get a lot of pre-'48s from various sources. We have not negotiated with any big distributors for post-'48 films, but we expect to be negotiating soon—and the price better be right."

Al Flanagan, vice president and general manager of KCOP (TV) Los Angeles, said: "We're eager to get this new product, but not at the price they're asking for it, which is twice the price of the highest-priced pictures we had bought previously. There is only so much beer, so many bars of soap, used cars or packs of cigarettes to be sold in any market and they won't justify the price being asked." Mr. Flanagan acknowledged that feature films have been a "good buy—at the right price." He indicated that merely because a picture is post-'48 is no reason for a price hike.

George Burke, film buyer at KRCA (TV) Los Angeles, said no offers have been made to the station to date, but he understood that "the asking prices for post-'48s are outrageous." He said he "certainly would be interested in seeing what will be available—and at what price." Mr. Burke prefers to buy packages of films ranging in number from 39 to 100, explaining: "This is good for the station, as you know what you're buying. You don't get 'glamorized' by a batch of top titles, and then find too many unusable films at the bottom of the barrel." He voiced the view that post-'48s will have "a bigger appeal than earlier ones, since they are mostly better pictures with bigger budgets and fewer run-of-the-mill releases." He noted, too, that "they're longer, running 85-90 minutes, rather than 65 to 70 minutes of some pre-'48s."

No Chicago Fire ■ In Chicago NBC's WNBQ (TV) uses little feature film programming (its major vehicle is a Sunday evening package), but reports it has a good supply of all motion pictures —including 1952-55 releases as well as pre-'48. Harry Trigg, WNBQ program director, says his station is always interested in good buys, though it uses little feature film fare. He reports WNBQ has been able to bid on single pictures.

At CBS' WBBM-TV, Chuck Hynds, program director, expressed interest in ascertaining the caliber of the newer features, adding that his station's current supply (pre-'48) is still good. While none have been offered yet, the price would seem to depend on quality of the features, number of possible reruns and other variables. He pointed out that viewers still think in terms of star value rather than vintage.

Mr. Hynds noted that there hasn't been too much interest on the part of agencies and clients. He cited the pattern of participating spots and pointed out that agencies buy audiences rather than product.

Busy salesmen

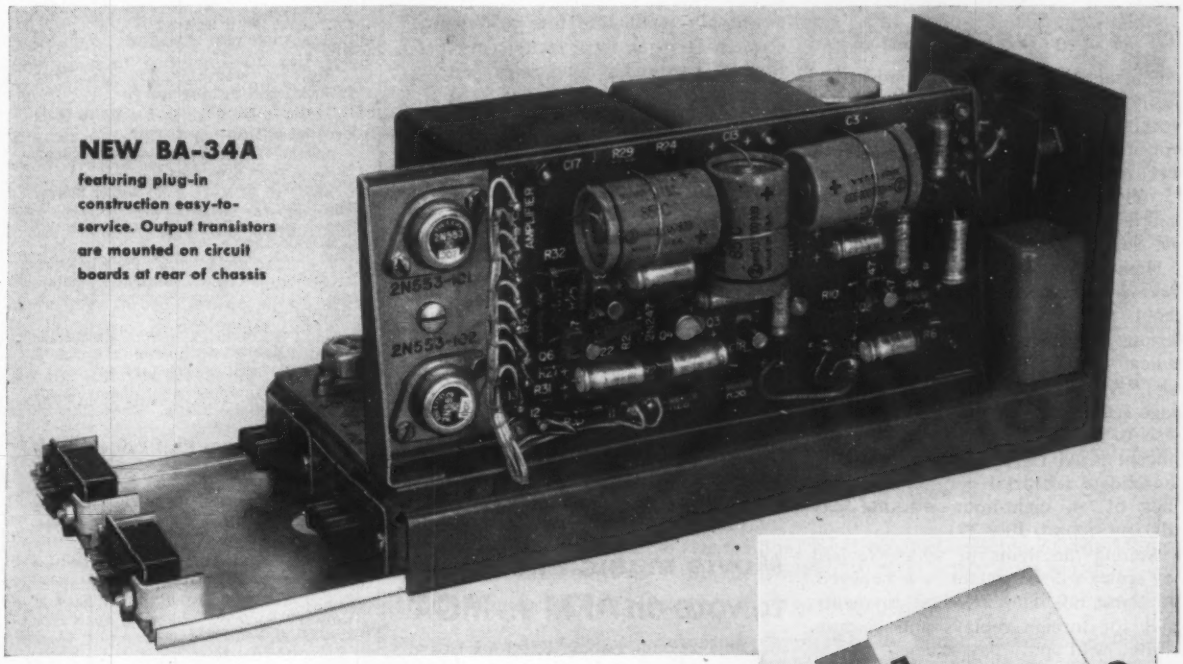
International Television Programs Inc., foreign distributor of Ziv-UA announced it had made 150 sales of 30 shows in 31 countries during June, totaling more than $1 million.

According to Edward J. Stern, ITP president, sales were registered in all Latin American markets, in Europe, the Middle and Far East, as well as in Canada.

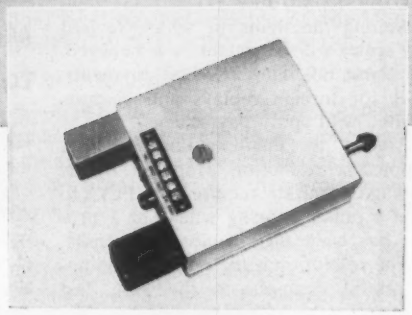
ITP reported that five sales leaders were *Highway Patrol, Men Into Space, Man and the Challenge, Mr. District Attorney,* and *Sea Hunt.* This indicated, the foreign distributor said that the trend to action adventure programs "is developing as rapidly in foreign markets as it is domestically."

The largest single foreign sale made during June, ITP reported, was to Brazil, where ten shows, all action-adventure, were sold.

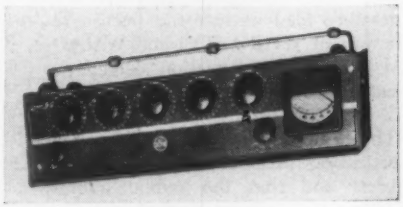
Newest in a Complete Line of RCA Transistorized Amplifiers



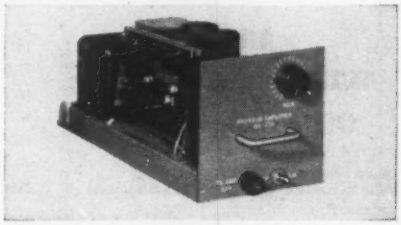
NEW BA-34A
featuring plug-in construction easy-to-service. Output transistors are mounted on circuit boards at rear of chassis



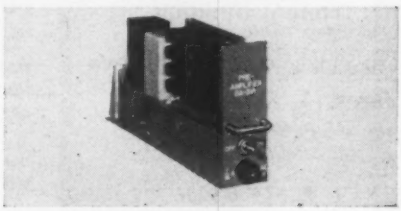
BA-26A Turntable Preamplifier
(Available for immediate delivery)



BN-6A Remote Amplifier
(Available for immediate delivery)



Coming: BA-31 Small Preamplifier



Coming: BA-33 Program Amplifier

NEW RCA 10 WATT
TRANSISTORIZED MONITOR AMPLIFIER
needs only half the space and 30% of power of earlier models!

Here's the newest in RCA's complete new line of transistorized audio amplifiers. The BA-34A is the latest in a large and famous line of RCA Monitor Amplifiers. It provides all the quality, reliability and convenience of earlier models but takes only half the shelf space and uses far less power. (Reduces heating as well as power consumption.)

Provides power output of 10 watts with excellent frequency response and very low distortion. Has bridging input and "high-gain" input for operation from low-level microphones. Standard RCA plug-in type shelf mounting—proved best and most convenient in hundreds of AM, FM and TV installations.

The BA-34A is completely compatible with other RCA audio and video units. With the BA-31 Preamplifier and BA-33 Program Amplifier it makes possible a completely transistorized custom audio installation.

Ask your RCA Broadcast Representative about the complete line of transistor amplifiers. Or write to RCA, Dept. K-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal. Another fine new product from the Broadcast and Television Equipment Division of RCA!

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PAY HIKE NEXT? AFTRA plans demand for 15% wage boost

Officials of the American Federation of Television-Radio Artists were still working and formulating wages and working condition demands last week for presentation to the networks Sept. 15 following the windup of the tv-radio entertainers' convention in Washington last Sunday afternoon.

High in the list of probable demands is a wage hike expected to average about 15% overall, and changes in various working conditions. The most radical change is expected to be AFTRA's attempt to revise the present wage scale format from a per program basis to a working day basis. Also significant is AFTRA's expected move to consolidate rehearsal periods along the lines of an eight-hour working day (BROADCASTING, July 25).

Among the items in which revised pay scales will be sought, it is believed, are those involving residual payments, rates for foreign replays and changes in the "wild spot" pay scales.

Among its final actions, AFTRA adopted a resolution proposed by its Chicago local to require the FCC to hold a public hearing whenever a protest has been filed against a licensee.

The resolution is the result of the unsuccessful demands to the FCC last year by the Chicago local when NBC-owned stations in Chicago cut back on local originations. The protests were filed against the license renewals of WNBQ (TV) and WMAQ-AM-FM. The commission denied the pleadings last December (BROADCASTING, Dec. 28, 1958).

The resolution recited the claim that broadcasters are licensed in the public interest and that the public interest requires local programming. It also charged that "local and network broadcasters have cancelled, with increasing and alarming frequency, locally produced programs, therefore terminating services of many local technicians, performers, musicians and other highly trained personnel . . ."

The convention also, in an unprecedented move, re-elected its entire national slate of officers. Virginia Payne, for almost 27 years the star of *Ma Perkins* radio serial, was again chosen to be president. Other officers: Announcer Art Gilmore, 1st vice president; Eleanor Engle (Chicago), 2nd vice president; Walt Williams (St. Louis), 3rd vice president; Evelyn Freyman (Washington, D.C.), 4th vice president; Hal Newell (Minneapolis-St. Paul), 5th vice president; Jack Chase (Boston), 6th vice president; Willard Waterman (Los Angeles), 7th vice president; Clarence Leisure (San Francisco), recording secretary, and Travis Johnson (New York), treasurer.

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MADISON AVENUE
Office For Rent

300 square feet with private entrance available in Tower of Premium Building.

This space divided into two offices.

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PLAZA 5-9236

Movie musicians again to vote on AFM vs MGA

The National Labor Relations Board last week ordered an election to determine whether the American Federation of Musicians or the Musicians Guild of America will represent musicians at the major movie studios in Hollywood. The election to determine which union should represent musicians at Allied Artists, Columbia, Walt Disney, MGM, Paramount, 20th Century-Fox, Universal and Warner Bros. had been requested by AFM, and opposed by MGA. In a similar election two years ago, MGA, then only a few months old, won representation rights for musicians at these studios from AFM (BROADCASTING July 14, 1958) and negotiated a contract which runs through Dec. 3, 1961. MGA and the motion picture producers opposed another election until the end of this contract, but NLRB overruled them, replying that "our policy of permitting employes the opportunity to choose between retaining their bargaining representative or selecting a new one at least every two years is in our opinion a satisfactory resolution."

Date for the new election has not been set, but it is expected to be held within the next 30 to 60 days.

Radio production firm

A newly established Florida firm, Associated Radio-Tv Studios Inc. of St. Petersburg, is offering what it terms a new service to radio stations.

Dubbed the "Metromodern Radio Series," stations are offered a service where they receive 20 productions of their choice (commercials, promos, etc.) each month. Price for the service is based on the stations local rate card.

ARTS Inc. states that the service is designed primarily to serve small stations whose budgets will not allow a full-time production staff. The new firm is headed by Chris Rager. Production manager is Dick Stambaugh. The address of the new St. Petersburg firm is 1409-11 Fourth St.

ORBIT

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Aug. 1-5, 8-10 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

Aug. 1-5, 8-10 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

Aug. 1 (10-11 p.m.) **Hollywood Sings,** Breck through N.W. Ayer.

Aug. 2, 9 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Aug. 3, 10 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Aug. 5 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

Aug. 6 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

Aug. 6 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

Aug. 6 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

Aug. 7 (8-9 p.m.) **Music on Ice,** sustaining.

Aug. 7 (9-10 p.m.) **The Chevy Mystery Show,** Chevrolet through Campbell-Ewald.

Aug. 8 (10-11 p.m.) **Esther Williams at Cypress Gardens,** Brewers Foundation through J. Walter Thompson.

Lawyers' appearances on tv shows defended

Last Monday, (July 25), the board of governors of the State Bar of California spent the day in Los Angeles, listening to arguments for and against a recommendation of the Los Angeles County Bar Assn. that lawyers be prohibited from appearing on tv courtroom programs, chiefly because such appearances are self-advertising.

Among the witnesses was Selig Seligman, ABC-TV vice president and executive producer of *Day in Court, Traffic Court* and *Accused*, court shows on that network. Noting that the American Bar Assn. had given *Day in Court* its gavel award for "outstanding public understanding of the administration of public service," Mr. Seligman, himself an attorney, stated that "it is of vital importance that lawyers and organizations of lawyers realistically accept their responsibility to do everything they can as professionals in a free democracy to further the public acceptance and understanding of the administration of justice."

Bertram Berman, producer of *The*

Verdict Is Yours on CBS-TV, also recipient of an ABA gavel award, said that "so many professional groups and private viewers have expressed approval of *The Verdict Is Yours* and the manner in which the show makes known the workings and problems of our legal system that I'm frankly confused as to why the board of governors should take the position that bar members ought not to appear on television."

The Beverly Hills Bar Assn. proposed that lawyers be permitted to appear on tv court shows, but that certain safeguards be established, such as limiting the tv appearances of any lawyer to one every three months and seeing that his name is not made public at any time. The state bar board will consider the testimony, making its decision at some later date.

Giantview General acquires tape firm

Giantview General Television Network (closed-circuit and video tape producer and equipment manufacturer), Detroit and New York, reports the acquisition of Tapes Unlimited Inc., an independent tv tape producer formed in New York last May. The merged organization will be the most completely integrated tape production facility in both New York and the Midwest, stated Stanley R. Akers, Giantview president.

Nat B. Eisenberg and Victor J. Kemper, former partners of Tapes Unlimited, will become executive vice president and vice president-engineering operations, respectively, of a new subsidiary, Giantview General Television Network of New York Inc. Richard L. Colten, formerly eastern manager of Giantview, will become a vice president of the subsidiary. Offices and video tape studios of Giantview General will be located at 1280 Fifth Ave., former CBS studio 57.

Giantview began as an electronic equipment manufacturer in 1957. Demand for its large screen tv projector led the company to expand into closed circuit tv and then into video tape production. It's reported that Giantview has booked for August shooting in its New York studio two 15-minute political shows for the Democratic Party and commercials for four packaged goods advertisers.

■ Film sales

"The Jim Backus Show—Hot Off The Wire" (California National Productions) (first listing)

Sold to Carling Brewing Co. for 51 markets; H.P. Hood & Sons for markets in Maine, New Hampshire, Vermont, Rhode Island, Massachusetts,

THANK YOU!!!!!!!!! MR. BROADCASTER

MORE THAN ONE HUNDRED STATIONS HAVE SUBSCRIBED TO THE RECORD SERVICE OF RECORD SOURCE, INC., (RSI) IN OUR FIRST MONTH OF OPERATION.

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If you want to be on the air fast in your market with the newest and best....
If you have not already sent in your subscription for our record service....
Then we suggest you TRY RSI....

WHAT BROADCASTERS WILL RECEIVE:

Each week you will receive ten original label records selected by the Music Staff of the Billboard as being the BEST OF THE NEW RELEASES.
(Note: An average of 110 new records are submitted each week for review)

How Records Are Selected: Records are selected by the Music Staff of the Billboard based on public acceptance of the artist, musical content, arrangement, promotional efforts of the record company as well as the artist and the music publisher, plus the overall creativeness of the record. Records are selected for both their program and sales appeal.

How Records Are Procured: RSI is advised each Friday of the Billboard's selections. Each Manufacturer is contacted and our order is placed for delivery to us by the following Wednesday. The records appear in print as "Spotlight Winners" in the same week we ship them to our subscribers.

When Records Are Shipped: We ship singles service on Thursday of each week following their publication in the Billboard. Our weekly calendar of performance is as follows:

Friday — Billboard advises RSI of ten best selections
Monday — Billboard publishes showing selections
Thursday — RSI ships records to Subscribers

TRY RSI — MAIL TODAY — TRY RSI

RSI
Record Source, Inc.
333 EAST 46TH STREET,
NEW YORK 17, NEW YORK
TELEPHONE: YUKON 6-0155

No. of Services

We are enclosing $____ ____ $160. For One Full Year
$____ ____ $ 30. For Eight Week Trial Period

If you wish to receive your shipments via Air Parcel Post include an additional $30 for each Full Year's Service; $5 for Eight Week Trial Period

Subscription To RECORD SOURCE, INC.'s One-Stop Programming Service

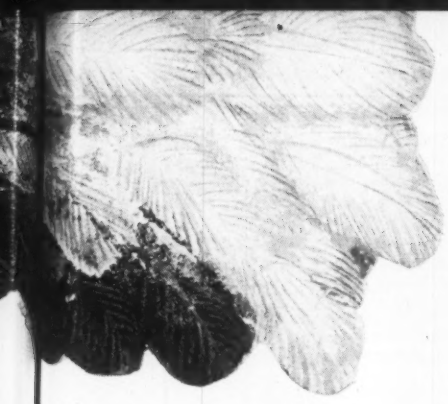
Station Name_____
Attention:_____
Street_____
City_____ Zone_____ State_____

It is a condition of this subscription that records supplied by RSI will be used for and by broadcast personnel only.

If you are presently subscribing to one or more record services, please indicate name of label or labels.

_____
_____
_____
_____

ballet



Lost: more than 54 million potential customers! That's the cost, in the top 15 markets alone, to advertisers who bury their heads in the past. In today's market your customers (and their purchasing power) are moving out. While city population has remained static or declined, the suburbs and "extra-urban" areas beyond have increased in population at a remarkable rate. (The suburbs of the top 15 markets are up 46% in just the last nine years!)

How do you reach everyone? With spot television. No other medium gives you immediate impact on the entire market and market selectivity! No other medium reaches out beyond the "retail trading zone" with television's unique values of sight, sound and motion.

Fact is, you may be missing plenty. Our brand-new "Telemarketing" study will give you an accurate picture of where your customers are today... plus the first authoritative forecast (by Market Statistics, Inc.) of where they'll be in 1965. For a copy, call PLaza 1-2345 or write to 485 Madison Avenue, New York 22, main office of **CBS TELEVISION SPOT SALES**

Representing WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WBTV Charlotte, KHOU-TV Houston, WJXT Jacksonville, WBTW Florence, WCAU-TV Philadelphia, WTOP-TV Washington, KNXT Los Angeles, KSL-TV Salt Lake City, KOIN-TV Portland, and the CBS Television Pacific Network

Television's wealthy, angry young men

Television's "deadly mediocrity" was portrayed for three talkative hours on David Susskind's *Open End* (KTTV [TV] Los Angeles, July 24).

The telecast left the impression that Mr. Susskind hadn't approached his program with an open mind as well as an open end since neither advertising nor broadcast management were represented on his panel.

The talk-till-we're-tired syndicated program brought out a parade of the criticism of tv programming received from press, government and public in the last year. Most of the panelists joined the parade.

"Next season's programs are going to be worse than ever," Mr. Susskind gloomily predicted, calling for leadership from the industry, mainly the networks. This is no more than proper, he said, "because broadcasting is almost in the nature of a public utility," owned by the people and leased by the government to the broadcaster.

The Cast ■ As moderator-participant he was flanked by actors Ernie Kovacs and Hugh O'Brian; Rod Serling, writer-producer; John Frankenheimer, director; Sheldon Leonard, director-producer; two newspaper critics, Cecil Smith, *Los Angeles Times*, and Hal Humphrey, *Los Angeles Mirror-News*.

Young Mr. Susskind, who has attained tv fame and financial reward in a brief period through his Talent Associates, took the viewpoint that advertisers and their agencies are stifling creative artists. Early in the program he said, "If the point of television is to sell products, what we have now is inevitable" because the best way to sell is with the lowest entertainment level.

Mr. Frankenheimer echoed the Susskind sentiments, observing "It used to be difficult to do anything controversial in television; now it's impossible." He claimed advertisers, agencies and networks forbid offense to any member of the audience so "there's no more good drama on the air. You can't fight the sponsor," he added. "Pay tv is the only hope."

This led Mr. Serling to suggest pay tv operators would be just as anxious to reach the maximum audience as today's sponsors, with the yardstick continuing to be quantitative.

Hands Off ■ Network should preempt prime evening time for programs of their own creation, Mr. Serling suggested. The time would be offered for sponsorship on a hands-off-content basis. "The advertisers need this time and would buy it this way if the networks insisted," he said, adding they might profit by reverting from hard-sell commercials to the old reminder that viewers buy the product if they like the program.

Hugh O'Brian conceded it's hard to inject newness into a western series with a two-a-week production schedule. He said *Wyatt Earp* leaves him six or seven free months every year to engage in summer stock and other pursuits.

Mr. Smith was pessimistic about the chance for improvement from the networks but said it doesn't matter much because pay tv will inevitably take over in a few years.

The panel showed agreement that people in television should stop underestimating public taste. "We keep feeding them a menu they've outgrown," he said.

"Any medium that tries to fill all the hours from 7 a.m. to 2 the next morning is inevitably open to criticism," Mr. Kovacs said, adding that it's unfair to criticize a tv show as if it were a Broadway play with long rehearsals, out-of-town tryouts and lots of opportunity to correct errors. "We're on all day long, trying to do something for somebody—and sometimes what we do is great," he said.

The three-hour program was stuffed with chatter about life in New York vs. Hollywood, why some

and Connecticut, and KNXT (TV) Los Angeles; WBBM-TV Chicago, and WABC-TV New York.

Background: Consists of 39 half-hours of situation comedy.

"Manhunt" (Screen Gems)

Sold to Jax Beer for Tulsa; Wichita Falls and Beaumont, both Texas; Jackson, Miss., and Monroe, La.

Now in **18** markets.

"The Brothers Brannagan" (CBS Films)

Sold to American Stores for six eastern markets; Standard Oil of Indiana, nine midwest markets, and Standard Oil of Texas, three Texas cities. Also sold to WTMJ-TV Milwaukee and KIMA-TV Yakima, Wash.

Now in **82** markets.

"Greatest Headlines of the Century" (Official)

Sold to KCRA-TV Sacramento; WTVJ (TV) Miami; WGN-TV Chicago; WJZ-TV Baltimore; WBZ-TV Boston; KYW-TV Cleveland; WFMJ-TV Youngstown; KDKA-TV Pittsburgh; WFBC-TV Greenville, S.C.; WMCT (TV) Memphis; KELP-TV El Paso; KTRK-TV Houston; KSL-TV Salt Lake City; KOMO-TV Seattle; KTVK (TV) Phoenix, and KLAS-TV Las Vegas.

Now in **21** markets.

"Lock Up" (Ziv-UA)

Sold to Kroger Co. to alternate with American Tobacco on WHAS-TV Louisville, WDAF Kansas City; Iowa Electric Power & Light Co. for WOI-TV Ames, Iowa; Molson's Brewery on WGR-TV Buffalo and WCNY-TV Watertown, N.Y.; Miles Labs on KNXT (TV) Los Angeles; Blackwoods Inc. (Dunlop Tire) for WRAL-TV Raleigh-Durham, N.C.; Texas State Optical, KFDM-TV Beaumont and KSD-TV St. Louis; WLEX-TV Lexington, Ky.; WKTV (TV) Utica; WBRC-TV Birmingham; KTRK (TV) Houston; WWL-TV New Orleans; KMID-TV Midland, Tex.; KVIQ-TV Eureka, Calif.; KVIP-TV Redding, Calif.; WJBF (TV) Augusta; WLOS-TV Asheville; KVOS-TV Bellingham, Wash.; KELO-TV Sioux Falls, S.D.; KFSD-TV San Diego; KGNC-TV Amarillo, and WFMJ-TV Youngstown, Ohio.

Now in **173** markets.

"Chatter's World" (Sterling)

Sold to WFIL-TV Philadelphia; WNBF-TV Binghamton, N.Y.; WFBG-TV Altoona, Pa.; WNHC-TV New Haven, WLYH-TV Lebanon, Pa.; KFRE-TV Fresno; WCCO-TV Minneapolis; WEEK-TV Peoria; WISC-TV Madison, Wis.; KTVU (TV) San Francisco; WTVY (TV) Dothan, Ala.; KCRA-TV Sacramento; WHBQ-TV Memphis, and WTVC (TV) Chattanooga.

Now in **30** markets.

"The Big Mac Show" (UaA)

Sold to Smith Bros.; Lestoil; Pepsi Cola, and Dr. Pepper for various

How lousy is tv? ■ A gloomy appraisal of the medium was given by panelists on *Open End* syndicated program. L to r: Cecil Smith, *Los Angeles Times;* Hugh O'Brian, of *Wyatt Earp;* John Frankenheimer, director; Ernie Kovacs, comedian; David Susskind, *Open End* moderator and head of Talent Assoc.; Rod Serling, writer-producer; Hal Humphrey, *Los Angeles Mirror-News;* Sheldon Leonard, director.

comedians last a long time and other matter outside the topic of the evening. Thus it became subject to many of the criticisms aimed at tv programming in general. The session was closed by Mr. Susskind with a statement the public is unaware of its power to influence programming through letters to networks and sponsors. Much mail is negative or of the "crank" type, he said, but even so it gets attention at the top.

markets. Stations which bought show are WAST (TV) Albany; WHDH-TV Boston; WBEN-TV Buffalo; WEAU-TV Eau Claire, Wis.; KXGO-TV Fargo, N.D.; KMJ-TV Fresno; WLUK-TV Green Bay, Wis.; KONA (TV) Honolulu; KRCG (TV) Jefferson City, Mo.; WJAC-TV Johnstown, Pa.; KLFY-TV Lafayette, La.; KSHO-TV Las Vegas; WMTV (TV) Madison, Wis.; WVEC-TV Norfolk, Va.; KOSA-TV Odessa, Tex.; KCSJ-TV Pueblo, Colo.; KTNT-TV Seattle-Tacoma; WWLP (TV) Springfield, Mass.; KXJB-TV Valley City, N.D.; WITV (TV) Washington, N.C., and WTRF-TV Wheeling, W.Va.

"Nutty Squirrels Tales" (Flamingo) (first listing)

Sold to WGN-TV Chicago; KHSL-TV Chico, Calif.; WKBN-TV Youngstown, Ohio; KVOS-TV Bellingham, Wash.; WNEP-TV Scranton; KYTV (TV) Springfield, and WTVN (TV) Columbus, Ohio.

Background: *Nutty Squirrels Tales,* produced by Transfilm-Wylde Animation, is a series of 150 6-minute cartoons.

Now in **7** markets.

U.A. Features

Seven individual UAA features sold to the following stations:

"Son of the Sheik," WFGA-TV Jacksonville, Fla.; "The Adventures of Mark Twain," WTVJ (TV) Miami; "Gold Raiders," KTBS-TV Shreveport; "Juarez," KHVH-TV Honolulu; "Robinson Crusoe," KODE-TV Joplin, Mo.; "Don Juan," KSLA-TV Shreveport, KCOP (TV) Los Angeles, and "Yankee Doodle Dandy," WREX-TV Rockford, Ill., WHO-TV Des Moines, WFMB-TV Indianapolis, KTVO (TV) Ottumwa, Iowa, KAKE-TV Wichita.

"Two Faces West" (Screen Gems)

Sold to Utica Club Beer for Syracuse, Utica, Albany-Schenectady, Plattsburgh and Binghamton, all New York.

Now in **123** markets.

"Interpol Calling" (ITC).

Sold to complete English network of Canadian Broadcasting Co.

"Danger Man" (ITC).

Sold to Canadian Broadcasting Co. for both French and English networks. Will be sponsored by Labatt's Brewery in French Canada.

TPT seeks tv lines for 'groupcasting'

Irving B. Kahn, president of TelePrompTer Corp., confirmed last week that his company has applied for network tv facilities linking eight major cities, but emphasized that they would be used for "groupcasting," not broadcasting (CLOSED CIRCUIT, July 18).

In addition to uses in TelePrompTer's business and industrial closed-circuit operations, he said, the cable facilities which the company has re-

quested from AT&T could be the backbone for feeding programs to TelePrompTer's community antenna systems, on which it hopes to start participation tv tests "in the near future."

Mr. Kahn said TelePrompTer had applied for the network facilities because "like anything else, closed-circuit telecasts could be cheaper by the dozen." Savings achieved by leasing lines on a regular basis could be passed along to the closed-circuit customers. He said the eight-city lineup could be expanded by adding other cities or that fewer than eight could be used in any specific telecast, depending on the customer's needs. The cities are major markets extending westward from New York, Boston and Philadelphia to Chicago.

Mr. Kahn spoke at a luncheon meeting of the Philadelphia chapter of the American Public Relations Assn. last Thursday (July 28).

NBC'S ABOUT FACE
'Queen' moves throne to ABC-TV Sept. 2

The program, *Queen For a Day*, identified with NBC since 1945, first radio and then tv in 1956, will be seen on ABC-TV after Sept. 2 in the 12:30-1 p.m. period. NBC decided to drop *Queen* and not fight ABC in the courts on ABC's initial plan to pick up the program in the fall. Reason for NBC's decision, it was explained carefully last week, was an audience composition study conducted of two daytime programs, *Queen For a Day* (NBC-TV, Mon.-Fri. 2-2:30 p.m.) and *From These Roots* (same days, 3:30-4 p.m.). The study it claimed, found *Queen's* popularity had gone down, particularly in its appeal to women, including adult women to whom the show had always been attractive. The contrary was found for *From These Roots*, the audience appeal on the rise for this daytimer, according to the survey.

NBC had threatened legal action to retain what it said was a right via "oral agreement" to renew the program after the contract runs out in December. This NBC complaint came after ABC in late June announced that it had obtained use of the program.

Program notes

'Sea' on NBC ■ A 90-minute special *Victory at Sea* is set for NBC-TV Dec. 3 to mark the 19th year since the attack on Pearl Harbor. The footage will be edited from the 26 half-hours which comprise the syndicated *Victory at Sea* that has played in 180 different markets (including most of the top 90 markets) since the network run in 1953.

Visual credits

Pictorial screen credits, showing the producer, writer, director or technician at work instead of merely his name in letters large or small will be used to identify those having a part in the production of *Cameracade*, tv series now in production by Jack Douglas Organizations. The method for pictorializing credits was created and developed by Elnora Rock Von Verdo, from whom Mr. Douglas has acquired all rights.

"This idea is based on the old slogan that one picture is worth a thousand words," said Mr. Douglas. "Television is a visual medium, and we feel it is time the people behind it receive strong, visual recognition. During the rolling of credits in the conventional manner, "the viewer is either raiding the icebox or flipping channels. People are interested in people, not unfamiliar names. We think the public will enjoy seeing the men and women who really make television click."

The series in New York alone now is in its 11th successive syndicated run (it can be seen on WPIX [TV] New York) and has been in virtually continuous performance for nine years. The series—syndicated by NBC's California National Productions — presents the story of naval warfare in World War II.

New syndicated properties ■ ABC Films Inc., N.Y., has released three films for syndication in the fall. *John Gunther's High Road*, consisting of 36 half-hour episodes, was produced by Jerry Stagg Co., Hollywood, and will be ready in October. *Exclusive!*, a Kane-Lynn production, and *Counterthrust*, produced by Bernard Luber, are each 13 units, and are available immediately.

Bears on tv ■ Chicago will receive a regular schedule of Bears' pro football league telecasts on WBBM-TV for the first time starting Aug. 21. The station has announced a package of training, pre-season and regular conference games, including those scheduled by CBS-TV. Four pre-season contests will be carried via video tape on a delayed basis. The local plans (apart from the CBS-TV schedule) were announced by Clark B. George, vice president of CBS Tv Stations Div. and general manager of WBBM-TV, and George Halas, Chicago Bears owner-coach. Bears' games heretofore have been unavailable for local tv because of league restrictions involving the now-moved Chicago Cardinals pro team.

Taped playboy ■ *Playboy's Penthouse*, hour-long taped series produced by *Playboy* magazine, will be distributed by Official Films, N.Y. for fall programming. The series features informal performances by personalities such as Jonah Jones, Count Basie and Sammy Davis Jr.

Wolper-Sterling first ■ Two-hour tv special, *Hollywood and the Movies*, has been announced as the first production of the new Wolper-Sterling Productions (BROADCASTING, July 25). David L. Wolper and Saul J. Turell will produce the documentary, budgeted at more than $400,000, with Sidney Skolsky, nationally syndicated Hollywood columnist, as writer and Jack Haley Jr. as associate producer. Planned as a history of Hollywood, the documentary will explore comics, glamor girls, established stars and striving newcomers, the producers state. MCA will handle national sales rights.

SEG strike authorized ■ Screen Extras Guild members, by a vote of 1,579 to 188, have given their board authority to call a strike against the Alliance of Television Film Producers if the board finds this necessary "to obtain a fair collective bargaining contract." SEG is demanding a health and welfare plan with benefits comparable to those negotiated by other Hollywood guilds and unions, plus wage increases.

G-T adventure show ■ Goodson-Todman Productions, N.Y., has begun shooting an hour-long adventure-mystery series entitled *Las Vegas*. Andrew Fenaday and Irvin Kershner, producer and director of *The Rebel*, will helm this series about a private investigator who acts as a trouble shooter for Las Vegas clients.

On location ■ John Florea and Frank Cleaver have gone to Japan to film an hour-long pilot film of a new Vortex Productions series to be called *M. R.* According to the producers, the series will deal with the problems that face American tourists when they get in trouble in a foreign country. It will emphasize the difference between legal systems and concepts of justice in the U.S. and other nations. Messrs. Florea and Cleaver plan to film the episodes in the countries in which they take place for authenticity.

New film firm ■ Film editor Jerome G. Forman has formed Allegro Film Productions in New York City, offering a comprehensive production service. He had been news, sports and special projects film editor for Telenews and Hearst Metrotone News since 1947. His credits include *The Big Moment, Gil-*

Not for Sale

WWDC EDITORIALS

Resisting revenue rigorously, we devote at least ten choice time spots a day to WWDC Editorials. Comments like these are worth more than gold:

(TV Repair Racket) "I would like to thank you for the extraordinary editorials on the television service problems. It is only because of dedicated men such as yourself, in the face of great odds against a cause, that justice wins out in the end."

N. R. S., President TV Engineering Firm

(Mental Health) " . . . these editorials fully disclose the amount of research that you must have done in connection with this most important subject and . . . point up the problem most vividly and dramatically. May I also say that I feel Station WWDC is rendering a real public service in bringing this important matter and the circumstances attendant to a proper solution to the listening public."

L. S. B., Mayor Local Community

(Education) "Your editorial on vandalism is excellent. It will be forwarded to the school officers for their use. Thanks for the help on this and other school projects."

C. F. H., Superintendent of Schools, Washington, D.C.

(Home Repair) "May I congratulate you for your fine effort toward the elimination of abuses in this very important field of our housing economy. I feel certain your editorial has done much to alert home owners . . . against the abuses we are all endeavoring to stamp out."

R. F. C., Assistant Commissioner, FHA

(Mental Health) "I would also like to take this opportunity to congratulate you and the members of your staff for the splendid contribution you are making to the entire metropolitan area community by bringing to the public attention the problems currently facing local governments in the area of mental health. Keep up the good work!"

J. R. F., House of Representatives, U.S. Congress

(Education) ". . . thanks for your fine editorial on our expanded Summer Program. . . we feel that your WWDC Editorials are such an excellent example of public service broadcasting that we are sending a letter of commendation to the Federal Communications Commission."

C. T. W., Superintendent of Schools, Area County

(G.I. Cold War Bill) "I sincerely appreciate your support of the measure and will continue to work for its passage . . . may I commend the news staff of your station for its coverage of this and other important issues of the day."

Senator R. Y., U.S. Senate

(Parking) ". . . I am indeed grateful that you have taken the time to prepare such an excellent presentation of our efforts to provide short-time parking facilities for those persons who come to Union Station to transact railroad business."

M. H. L., Manager Terminal Company

WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

lette Cavalcade of Sports, Time Out for Sports, Babe Ruth World Series, Esso News Specials, commercials for Nelson Rockefeller's 1958 gubernatorial campaign and U.S. government documentaries. Assignments also included directing. Allegro, Mr. Forman said, is designed to give custom service to the budget-minded client. The firm is at 723 Seventh Ave.

Postal sleuths ■ The U.S. Post Office Dept. has given the green light and promised full cooperation to 20th-Fox Television on its new series *Silent Investigators.* Based on a book by John N. Makris, who will act as associate producer, the series deals with the Post Office Dept.'s criminal investigation division which looks into plane crashes, mail theft, forgeries and other felonies involving the mails.

Healing art ■ Paramount Tv Productions has been signed to video tape thirteen episodes of *How Christian Science Heals.* The series will be syndicated to 160 markets throughout the world, PTP states. The panel show, to be nationally syndicated by the church organization, will feature experienced Christian Science readers as well as non-professionals in discussion of their religion. Producers of the series are Robert G. Walker and Leroy M. Smith for Triangle Productions.

Re-run money ■ Residual payments for re-runs of tv entertainment films, collected by the Screen Actors Guild and distributed to members during June, reached the all-time record of $635,-078, SAG President George Chandler has announced. This brings to $15,-456,793 the amount collected by SAG in tv film re-runs since the start of such payments in December 1953. These figures do not include payments to actors for theatrical films sold to tv nor use payments on tv commercials which alone total more than $11 million a year.

Quiet please ■ *Silents Please,* a new filmed series, is being placed in a late evening half-hour slot on ABC-TV The show, a history of the motion picture, was produced by Saul Turell and Paul Killiam for Sterling Television, N.Y. The series also has been sold to the Australian Broadcasting System, and will be presented in major markets there starting in September. Fremantle International, N.Y., holds distribution rights in foreign markets.

RPI signers ■ WSAI Cincinnati and WDXB Chattanooga are new subscribers of Radio Press International's voice news service.

New dimension ■ CBS Radio will start distribution to the seven CBS-owned stations a library of programming covering one-to-three minutes of recorded sound essays by outstanding persons in the world of entertainment, government, industry and the arts. Called *Dimension,* the programming initially will include 150 features and will be augmented by 25 to 50 essays each week.

KFAX gets the facts on its audience

Will people listen to a station which broadcasts news and nothing but news? How long will they listen before turning elsewhere for more varied program fare? Will enough of them listen for enough time and are they the kind of people that would make such a station a good buy for advertisers?

These questions and many more have been asked consistently ever since May 16, when KFAX took over the facilities of KJBS San Francisco—daytime station operating on 1100 kc with 1 kw—and changed its programming to an all-news format. They've been asked by the listening public, by advertisers, by advertising agencies and particularly by Gil Paltridge and Ray Rhodes, top operating officers of KFAX (BROADCASTING, May 16).

To find some answers KFAX, in its fifth week of operation, engaged Media Audience Measurements to conduct a six-day telephone survey between the hours of 7 a.m. and 6 p.m. The survey showed that KFAX is gaining audience faster than was anticipated. The overall rating was three times that inherited from KJBS, considered a remarkable rise in so short a time. At various times of the day, KFAX garnered more listeners than some of San Francisco's predominately music stations.

But many questions remained unanswered. To get more answers, KFAX mailed a detailed questionnaire to a sample of 500 listeners. Replies indicated that its audience is almost entirely adult — 49% woman, 47% men, only 4% teenagers and no children.

KFAX listeners are predominantly in the well-to-do class, 59% being in the above-average income group and 24% with family incomes of $8,000 or more.

How long do they listen? Longer than had been expected. Returned questionnaires shows 43% of the KFAX audience listens from one to three hours a day, while 72% listens for 30 minutes or more a day.

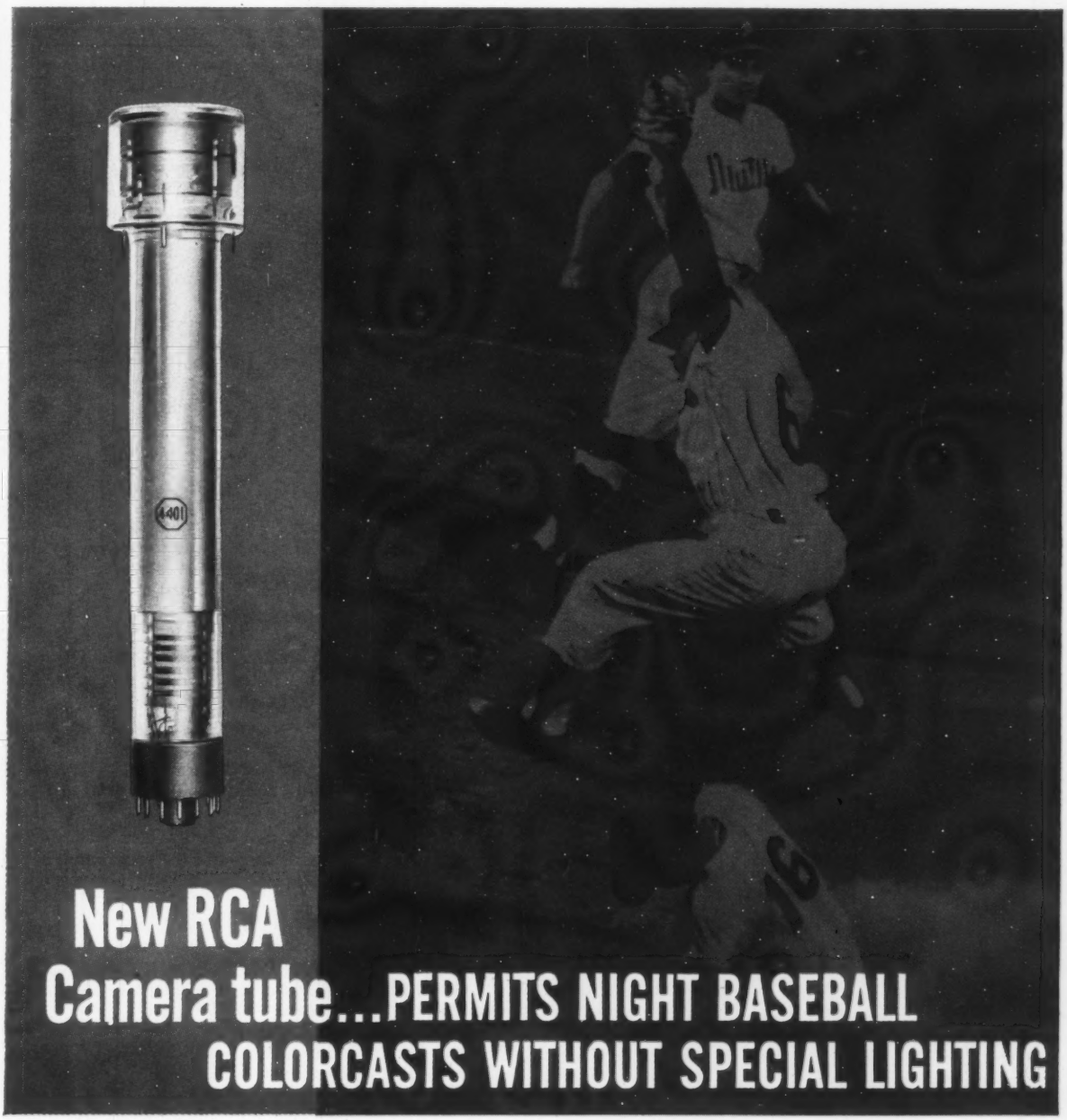
Questions about favorite programs revealed an overwhelming preference (86%) for general news and depth reports, with international news most desired and local news next. Then, in descending order, came business news, California news and Sacramento reports. (Sacramento is the capital of California.) Editorials are the most popular special features of KFAX (22% of the total vote), followed by sports news and features, weather news and *Today's Top Story.*

New tv film firm ■ Formation of Program Sales Inc., 15 E 48th St., N.Y., announced by ex-Official Films executives Ray Junkin, formerly OF's vice president and director of sales, Walter J. Smith, formerly of OF's board, and Harold Hackett, who had been president and board chairman of Official Films. Titles in new firm which will produce and distribute films for tv: Mr. Junkin is president, Mr. Hackett and Mr. Smith are vice presidents. Firm already is distributing a series of five-minute program segments in conjunction with 20th Century-Fox Movietone. These segments depict great events and personalities of the century. Still other co-production deals in Canada and in Europe are being negotiated for half hour series. Telephone is Eldorado 5-4925.

New distributor ■ Television Enterprises Corp., Hollywood, has been formed by Harold Goldman to distribute tv film programming in the U.S. and abroad. Mr. Goldman, who was formerly executive vice president of National Telefilm Assoc., Beverly Hills, Calif., is negotiating currently for various program packages and for office locations in New York and Chicago.

New comedy show ■ CBS-TV has decided on a slapstick comedy series to replace *Face the Nation* (Sun. 6-6:30 p.m. EDT), which moves Nov. 14 to Monday nights (10:30-11 p.m. EST). The new Sunday evening series stars the Wiere Brothers, in a program titled *Oh, Those Bells!* Ben Brady is producer and directors are Norman Abbott, Jack Arnold and Charles Barton. Writers signed thus far are Seaman Jacobs and Si Rose.

Color cartoons ■ A new children's dren's show, *Toy Box Time,* has been produced by Robert Lawrence Animation, N.Y. The half-hour series which consists of four individual story segments, is the first television program to be made by the company, a producer of animated commercials.



New RCA Camera tube...PERMITS NIGHT BASEBALL COLORCASTS WITHOUT SPECIAL LIGHTING

Boston, June 10: Station WHDH used the new RCA-4401 Image Orthicon in a highly successful colorcast of a regularly scheduled night baseball game from Fenway Park. No greater lighting was needed than for black-and-white pickup.

For more information about this high-sensitivity image orthicon for low-light-level color telecasting, contact your RCA Broadcast Tube Distributor. *RCA Electron Tube Division, Harrison, N. J.*

RCA

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

AND NOW AN AIR-MINDED CAMPAIGN

Tough as it was, the convention coverage was only a warm-up

Networks, stations, news and program service suppliers quickly packed up their electronic gear in Chicago late last week and headed home to tackle another coverage job even bigger than the party conventions: the campaign trail—1960.

Among the significant developments:

■ The major networks have invited the two presidential contenders, Vice President Richard M. Nixon and Sen. John F. Kennedy, to appear in several debates during prime evening hours (see below). CBS and NBC offered to reserve eight prime hours each; ABC proposed a rotation plan for nine weeks with each network providing three hours.

■ FCC displayed its concern about just how fairly broadcasters are going to implement the new "fairness" provision of Sec. 315 of the Communications Act in their handling of political programming. The commission, alerted by the complaint of a single viewer that the three tv stations in Little Rock, Ark., had pre-empted coverage of the GOP convention last Monday in favor of local election campaigns, wired the stations for a prompt explanation (see story page 64). The stations replied they would have done the same with the Democratic convention had the dates been different, but the FCC action was seen as an obvious warning to all licensees that Washington will be watching.

With the presidential race expected to generate an unusually heavy flow of news, plus the congressional and local elections, television and radio broadcasters are preparing for fall schedules heavily loaded with campaign news, political features and candidates' speeches. To many network and local station executives and newsmen, the exhaustive coverage afforded the Democratic and Republican conventions was just the warm-up.

The GOP convention's tv audience averaged 14,143,000 homes per minute during the first three nights, just slightly behind the Democratic sessions for the same nights, according to American Research Bureau's national Arbitron service (story page 69).

According to educated estimates, broadcasters spent between $15 and $20 million to air the Los Angeles and Chicago events, with about two-thirds of this recovered through sponsorship. The radio-tv investment in campaign coverage will run into the millions, too. Hundreds of newsmen and technicians swarmed over the convention halls to perform their various roles (for Chicago accreditation, see page 70); they will be joined by hundreds more along the campaign trail as it winds throughout the nation during the next three months.

The big debate

The major networks last week made good their promises to offer prime time for debates and other appearances of Democratic and Republican presidential and vice presidential nominees.

CBS and NBC offered to reserve eight prime hours each. ABC repeated its proposal that the three television networks make time available on a rotating basis to provide one prime network hour per week for nine weeks. Under the ABC plan each network would give up three hours during the campaign.

All networks conditioned their offers on the suspension of application of the equal time law to the presidential and vice presidential races during this campaign. The Senate has already passed a resolution suspending Sec. 315 for that purpose. The House is expected to act on it when it reconvenes.

NBC was the first of the networks to make the offer last week and Sen. John Kennedy the first of the candidates to accept.

NBC's board chairman, Robert W. Sarnoff, wired identical offers to Sen. Kennedy and Vice President Richard M. Nixon. He invited them to take part in four hour-long "joint discussions" and four one-hour interviews.

A Public Service ■ Sen. Kennedy wired acceptance last Thursday with the observation: "I believe you are performing a notable public service in giving the American people a chance to see the candidates of the two major parties discuss the issues face to face."

Mr. Nixon, still preoccupied with the closing moments of the Republican convention and with the preparation of his acceptance speech, had not replied to Mr. Sarnoff when this was written.

All three network proposals were in line with those they made before the Senate Communications Subcommittee in urging approval of the resolution to suspend Sec. 315.

In his wire to the candidates Mr. Sarnoff proposed a "Great Debate" series consisting of four one-hour programs of "joint discussion of the issues

MORE OF THE SAME FOUR YEARS FROM NOW

For all its drain on manpower, money and, at times, the viewers' patience, network news coverage of political conventions isn't apt to be significantly changed.

That's the opinion of the network news chiefs as expressed at the end of the Republican convention last week. Here are some of the remarks they made to BROADCASTING:

John Daly, ABC vice president: Gavel-to-gavel coverage is essential. Selective broadcast coverage of only the newsiest events would cheat the audience of perspective, interpretation and understanding. "The networks are here as news media to cover as efficiently and completely as possible what happens in the convention."

Sig Mickelson, CBS News president: "What is frequently overlooked is that present convention coverage is actually a profile of a party. The basic pattern of coverage shouldn't change much for 1964."

Robert Hurleigh, MBS president: Radio enjoys unique flexibility in covering conventions. It "can react instantly to unanticipated changes in procedure. It permitted the conventions to be broadcast as they actually are—a meeting of political delegates dedicated to furthering the candidates and causes of their parties."

William R. McAndrew, NBC vice president: "This type of coverage is likely to continue I don't think it's a question of television coverage but of the political system of picking nominees."

according to ground rules to be drawn up in consultation with the candidates" and four other hours "designed to elicit the views of the candidates in response to well-informed, impartial questioning by a panel of outstanding American journalists." Mr. Sarnoff added the network would "be pleased to consider any other ideas" for program format that the candidates might have.

On Thursday Leonard Goldenson, president of ABC's parent company, AB-PT, wired his network's proposal for the rotation programming. He said that with approval of the Dept. of Justice (a protection against possible antitrust violation) ABC would be prepared to meet with the other two television networks to work out a cooperative plan. ABC believes its system would create the largest available audience.

The same day Frank Stanton, CBS president, wired the nominees the CBS offer of eight hours. The time, he wired, "will be divided equally for personal appearances of Democratic and Republican candidates." He suggested that the opening and closing broadcasts of the series include "direct presentations" by the presidential candidates and that the other programs be "devoted to discussions between opposing presidential and vice presidential candidates and press interviews."

MBS will cooperate with other networks in carrying appearances of the candidates, according to President Robert F. Hurleigh. "We will offer time just as we do in presidential broadcasts," he said. "All networks should work together in bringing the candidates to the nation as a public service."

Major investment

American citizens are better informed than ever before, Clair R. McCollough, Steinman stations, chairman of the NAB Policy Committee said July 28 in commenting on the role of broadcasting in the national political conventions.

"Broadcasting makes a momentous contribution to our system of government," Mr. McCollough said. He estimated total cost of radio-tv coverage

of the conventions between $15 and $20 million, with about two-thirds offset by income from commercial sponsors.

Mr. McCollough said Sen. Thruston B. Morton, of Kentucky, Republican national chairman, had lauded the industry's convention service by giving the nation "an inside view of one of the most fascinating shows on earth and a valuable educating job at the same time." Gov. LeRoy Collins, of Florida, chairman of the Democratic convention, described coverage "as an outstanding contribution to good government and to the progress of our nation."

Etv center proposes presidential debates

National Education Television & Radio Center, New York, is offering eight hours of prime tv time for "definitive discussion of issues by two major presidential candidates" for presentation on 47 etv stations throughout country.

John F. White, president of the center, said he has forwarded his offer to chairmen of Democratic and Republican national committees. NETRC, he said, is prepared to produce and record on video tape statements on such issues as preparedness, civil rights, education, inflation and others that center and representatives of two parties will select. Each program may run 30 minutes, or whatever length political parties may decide. Stations would be obliged to telecast statements of the two parties on one topic as part of single program.

Political film

Ford Motor Co.'s new public service film, *Where Were You?*, designed to stimulate more public participation in politics, has been cleared for television on a loanout basis, it was reported last week. The company will make the film available to commercial and educational tv outlets. The 28-minute film is narrated by Joseph Welch, New England attorney. It describes how political parties choose candidates, nominate through primaries and campaign for elections. The moral: public apathy of the many can enable the few to "dominate politically." The film is a project of Ford's community relations department.

Operation successful for network tv pool

How successful was the tv pool operation at last week's GOP conclave?

It went off easily and successfully, according to Bob Doyle, pool director and owner of WICO Salisbury, Md. He estimated that about 65% of the gavel-to-gavel coverage was handled by the pool. And, he adds, there were few complaints from the networks. The six cameras were supplied by NBC.

What of the future of network pool coverage? "If the networks could see their way clear to go over totally to pool coverage, as has been suggested, it might be desirable economically but their competitive spirit would probably preclude this," Mr. Doyle said.

MONDAY NIGHT TV IN LITTLE ROCK

FCC rattles Sec. 315 sword over all-local election, no GOP news

A majority of the FCC last week told three Little Rock, Ark., tv stations that it "appears" their pre-emption of Monday night's Republican convention coverage in favor of state and local campaign speeches was in violation of the fairness provision of Sec. 315.

Notwithstanding the interest in the local elections, the commission told the stations that from the facts available they had not made a reasonable effort to present both sides of the national political picture.

Receiving a telegram from the commission asking for a "full statement" were KARK-TV, KTHV (TV) and KATV (TV). The four Republican members of the commission—Frederick W. Ford, Rosel H. Hyde, Robert E. Lee and Charles King—approved that portion of the telegram concerning an alleged violation of Sec. 315. Democratic member Robert T. Bartley dissented to that portion but concurred in the request for more information. Commissioners John S. Cross of Arkansas and T.A.M. Craven both dissented to the entire action.

The unusual FCC step was taken on a telegraphed complaint lodged last Monday morning by Mrs. W.Y. Pape, president of the Little Rock Young Republicans Club. She charged that the stations did not plan to carry that night's convention coverage provided by the networks "although complete coverage of the Democratic National Convention was carried by all three stations."

All three Little Rock stations were saturated with speeches by Arkansas political candidates last Monday night on the eve of the state's primary elections. In defense, the stations pointed out that the orders for political time were received well in advance and that the same action would have been taken if it had been the Democratic convention falling on election eve. All of the candidates appearing were Democrats in the heavily-Democratic southern state.

The Fairness Doctrine ■ Last week's action was the first official move by the FCC under the fairness amendment to Sec. 315, written into law last year as part of the amendment exempting newscasts from equal time. It states that broadcasters must ". . . afford reasonable opportunity for the discussion of conflicting views on issues of public interest." The commission stated in its telegram to the stations:

"Sec. 315 of the Communications Act requires reasonable opportunity for discussion of conflicting views on issues of public importance. It would appear from information available to commission that your plans for coverage of Republican National Convention compared with your coverage of Democratic National Convention do not comply with this provision. Requirements of local political election are recognized; however, it does not appear from the facts available that a reasonable effort has been made also to meet the fairness provisions of Sec. 315. Full statement is requested."

The FCC moved fast last Monday after receiving the Pape complaint. Already in a special meeting on another matter, the commissioners ordered telegrams sent to KARK-TV, KTHV and KATV at noon for their replies by 2:30 p.m. After the stations' answers were received, commission staffer Ed Brown (license renewal chief) solicited further information from the stations and/or their lawyers by telephone. Mr. Brown asked:

(1) If any delayed presentation was planned; (2) if any affiliated radio station planned to carry the convention (KTHS, under common ownership with KTHV, did carry the Monday night convention session); (3) exact date of network order for station and dates of local commitments, and (4) did the licensee believe it had met the fairness requirement of Sec 315?

Answers to these questions failed to nullify the doubts of a majority of the

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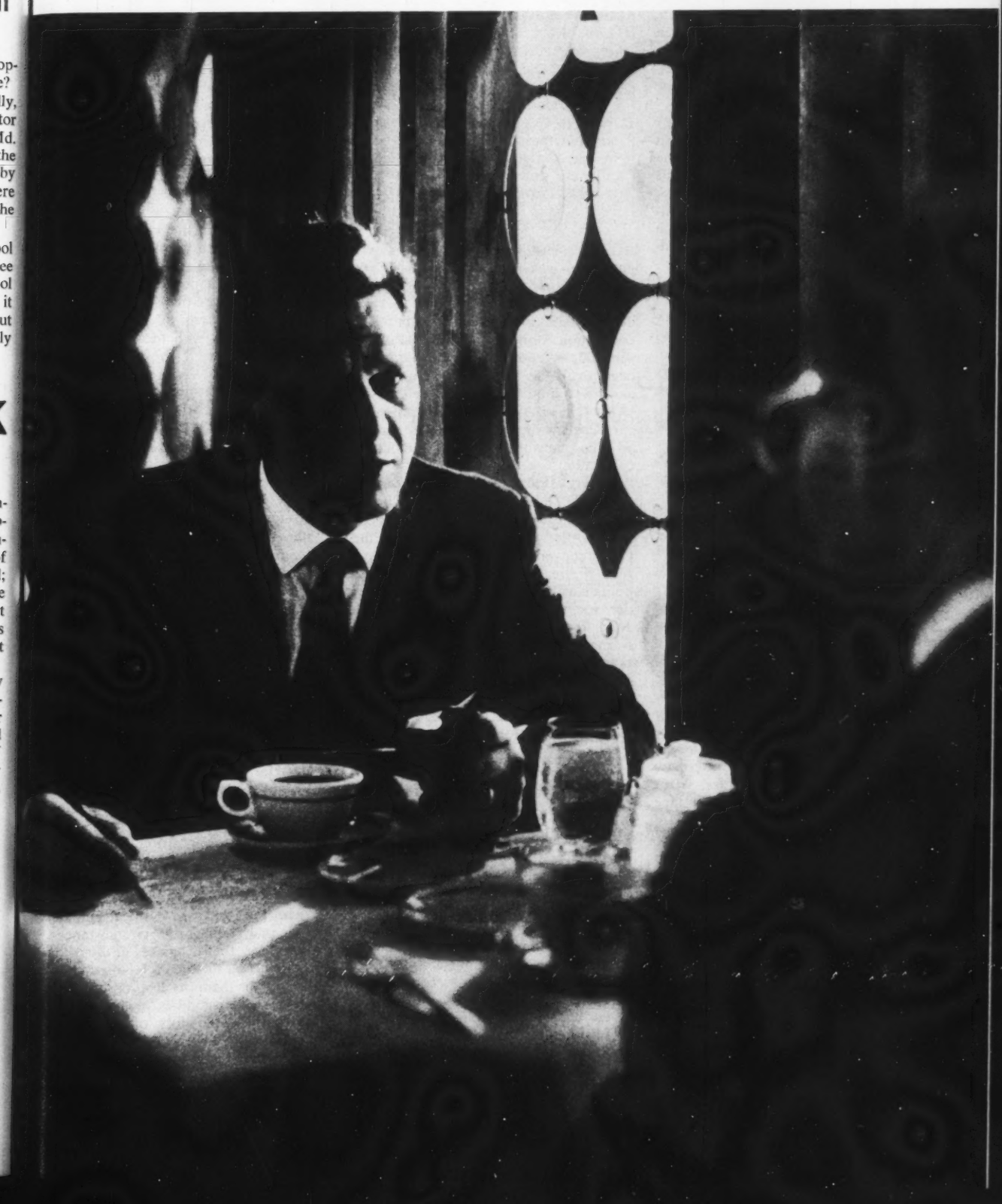


commissioners and the wrist-slapping telegrams followed.

The Arkansas Show ■ Of the three stations, only KATV carried any of the opening night GOP convention proceedings. The ABC affiliate aired the convention from its beginning (5:30 p.m. Little Rock time) until 6:15 p.m., when it switched to campaign speeches by state and local candidates. The politicos held forth on KATV solidly until 9:30 p.m. except for one 15-minute period when the candidate who had contracted for the time failed to come forth with the station's time charges. A Navy film was programmed in the slot (8:45-9 p.m.).

KATV also aired *The Big Story* from 9:30-10, a period which had been sold to a candidate originally but the station refused to permit a simultaneous triplecast with the other two stations. KATV returned to its regular programming at 10 p.m., Arkansas time, one hour before the Monday night convention session ended.

KARK-TV, an NBC affiliate, aired nothing but political speeches from 6:15-10 p.m., after featuring its regular programming during the first 45 minutes of the Chicago convention. The station featured 15 minutes of news at 10 p.m. and then aired four more political speeches ending at 11 p.m. when the Jack Paar network show was picked up.

Little Rock's CBS affiliate, KTHV, carried its regular programming until 6:30 p.m. when it shifted to local political commitments. The only breaks in the KTHV political schedule came at 9-9:30 p.m. (*State Trooper*) and 10 p.m. (local news) until the political speeches ended at 10:30 p.m.

Two of the three stations repeated the highlights of the Monday night session in delayed broadcasts. KTHV carried a one-hour version, furnished by CBS, Wednesday afternoon at 4 p.m. KATV, which does not have videotape equipment, had KTUL-TV Tulsa (under common ownership with KATV) tape the GOP opening session and aired a 1½ hour digest Wednesday afternoon using KARK-TV tape facilities. ABC, while it granted permission for the tape to be made, refused to let KARK-TV broadcast it also.

Little Rock Defense ■ Executives of all three stations involved stoutly defended their Monday night programming as being in the public interests and maintained that had the Democratic convention opened on election eve, the same actions would have been taken. B.G. Robertson, general manager of KTHV, pointed out that the state had 63 contested races with candidates wanting to be seen and heard.

He said that the stations knew of the conflict early, with election eve in Arkansas "historically" a time for candidates to seek air time, and that "it is just unfortunate that this convention fell within the election period." KTHV did not carry the first hour of the GOP convention Monday night, Mr. Robertson said, because the proceedings at the beginning were not of great importance and the station might have been forced to switch to local programming at a very critical time. KTHV had carried all the network-ordered Democratic convention except 30 minutes.

Robert Doubleday, KATV general manager, said last Tuesday that "under the circumstances, every effort has been made to do what we can to see that the GOP convention coverage is given." KATV already was committed to local politicians before receiving the ABC order for the convention coverage last June 7 and the network was so informed at that time, he said. The station had carried all the Democratic convention.

Douglas Romine, vice president and manager of KARK-TV, said: "We read all the rules before we went into this and we didn't think we were doing anything wrong." He pointed out that KARK-TV had blacked out 2½ hours of the Democratic convention for local programming, including the highly-popular Miss Arkansas contest.

The station, Mr. Romine said, had received orders for time last Monday night as far back as May and had told NBC July 5 of the local commitments.

All three stations pointed out that they were obligated under Sec. 315 to offer time to many of the candidates who appeared Monday night because opponents for the same office already had used the stations. Also, the stations said, they had carried the daytime convention proceedings both Monday and Tuesday.

Election Returns ■ After receiving the FCC telegram, two of the Little Rock tv stations changed their planned election return coverage for Tuesday night in favor of the GOP activities. KARK-TV, which planned convention coverage all along, superimposed election returns, without audio, on the bottom of the screen. KATV carried all the major portions of the Tuesday night convention with local cut-ins for election reports. Such reports were never given during a major speech, Mr. Doubleday said.

KTHV carried the convention until 7:16 p.m. Tuesday, at which time it switched to election returns. The station returned to the convention for President Eisenhower's speech from Chicago and then continued its local programming until 2 a.m.

The Dissents ■ Commissioner Bartley agreed that more information was needed but stated: ". . . The complaint . . . received today does not contain sufficient information on which to base a decision as to whether stations have exercised reasonable diligence to provide fair treatment as compared with coverage of the Democratic National Convention. Complications arising from conflict with local campaign and election returns may have presented stations with impossible clearance conflicts."

Commissioner Craven, in dissenting, said that from the standpoint of reasonableness the Little Rock stations made a proper decision in airing the speeches by the state politicians rather than the Republican convention.

Commissioner Cross closely acquainted with the Arkansas political climate, stated that under the circumstances, "I consider the licensees in question have done all that can be reasonably expected of them to live up to their licensee responsibilities." He pointed out that it is the duty of the station to consider the tastes, needs and desires of the viewing public and to carry them out as well as possible.

'Good neighbors'

KARK-TV Little Rock really practiced the good neighbor policy last week. The station invited Mrs. W.Y. Pape to come to its studios and watch the Monday night session of the Republican convention on closed circuit. Mrs. Pape, who complained to the FCC because none of the three Little Rock stations were carrying the first night convention activities, accepted and brought approximately 15 of her friends.

A second Little Rock station, KATV (TV), announced over the air that the convention would be on closed circuit in its studios and all were welcome to come down. About 25 people accepted.

And no one lost

While last week's Arkansas primary elections drew considerable indirect attention from the FCC, that state's best known member of Congress to broadcasters was not involved. Rep. Oren Harris (D-Ark.) did not draw either a primary or Republican opponent and thus won re-election without a contest. Rep. Harris is chairman of the House Commerce Committee and its Communications and Legislative Oversight Subcommittee.

SEE FOR YOURSELF WHY ONE STATION DOES AROUND 80% OF THE LOCAL BUSINESS IN DES MOINES

Central Surveys Study (Feb. 1960) Ask Katz for the facts

Most Watched Station . . . KRNT-TV!

Most Believable Personalities . . . KRNT-TV!

Most Believable Station . . . KRNT-TV!

Most People Would Prefer KRNT-TV Personalities As Neighbors!

Most People Vote KRNT-TV
The Station Doing the Most to Promote Worthwhile Public Service Projects!

Nielsen (Feb. 1960) Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where Your Distribution is Concentrated

ARB (Mar. 1960) Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where the Points Count the Most for You.

Ask Katz about Central Iowa Advertisers

See for yourself the list of local accounts whose strategy is to use this station almost exclusively. It reads like who's who in many classifications—Foods and Financial Institutions, to name a couple.

See for yourself the new, tried and proved power concept of these companies of concentrating on one station. See for yourself how they use this station to get distribution and produce sales. The bold concept used by these companies discards the old strategy of a little here, a little there, a little some place else. Old strategy oftentimes results in a dissipation of efforts.

See for yourself why KRNT-TV regularly carries around 80% of the local business. See for yourself that this station is a big enough sales tool to win your sales battle if it's used in a big enough way.

KRNT-TV
DES MOINES
A COWLES STATION

Winning combination ■ This team of NBC News strategists were responsible for the heads-up coverage of Democratic and Republican conventions that won the biggest network audiences and the most critical applause. Last week, in a closed circuit interview with BROADCASTING, they analyzed the reasons for NBC's emergence as a major news force. Shown during the interview, in picture above, are (l-r) William McAndrew, vice president in charge of NBC News; David Brinkley, half of the network's strong anchor team; Julian Goodman, director of news and public affairs; Elmer Lower, Washington manager of NBC News and operations manager for the conventions; Chet Huntley, the other anchor man, and Reuven Frank, producer of the NBC convention coverage.

HOW NBC NEWS BUILT ITS MUSCLE

"For style and sustained interest NBC has a commanding lead—Jack Gould, New York Times; *"NBC was far and away the most interesting"—Sherwood Kohn,* Louisville Times; *"On Huntley and Brinkley's performance alone NBC scored a clear beat but NBC also pretty much outdid the other networks in overall reporting and picture coverage* — Time *magazine; "NBC is now definitely in front position"—Frank Judge,* Detroit News; *"Landslide vote for Huntley and Brinkley"—Terrence O'Flaherty,* San Francisco Chronicle.

To broadcasters, one of the biggest surprises of the Democratic and Republican conventions was NBC-TV's runaway sweep of audience and critical acclaim. To NBC News the biggest surprise was that everyone was surprised.

Most of the elements that put NBC-TV ahead in 1960 have been there since 1956, according to Bill McAndrew, vice president in charge of NBC News, and the men around him who put together this year's coverage.

This expression of confidence that NBC news has been "on the way" for the past several years emerged last week when BROADCASTING editors in New York interviewed six key figures of the NBC news team on the scene at the Chicago convention via closed circuit (see picture). Besides Mr. McAndrew, they included Chet Huntley and David Brinkley, the anchor men and principal "stars" of NBC news; Julian Goodman, director of news and public affairs; Reuven Frank, producer of the Huntley-Brinkley news shows and of the convention telecasts, and Elmer Lower, Washington manager of NBC news and operations manager for the conventions.

There's a natural lag in public and critical acceptance, said Reuven Frank. "The edge in audience is to a great degree determined by the coverage four years ago," Mr. Frank maintained. Whatever edge CBS enjoyed in 1956 could be attributed to their performance in 1952, and our edge this time can be attributed to what we started in 1956. And unless we throw it away, we should have assured ourselves a good reception in 1964."

Bigger Audience Share ■ In terms of the like time periods programmed both in 1956 and 1960 at the Democratic convention (19 half hours), the audience "edge" Mr. Frank referred to comes out like this: In 1956 NBC was 14% behind CBS, 111% ahead of ABC. In 1960, NBC was 44% ahead of CBS, 188% ahead of ABC. In 1956 CBS led in 16 of the 19 half hours; in 1960 NBC reversed that standing. The ratings referred to were Nielsen in 1956, Arbitron in 1960. Last week in Chicago, NBC's average for the first three days was higher than CBS and ABC combined (see story page 69).

Chet Huntley made the assertion that "I am convinced we had the best news team in 1956, but apparently NBC was doing something rather new and so there was a little tinge of doubt when we said it. Today, and for the past three years, when we say we have the best news organization anywhere, we say it with a ring of conviction. We know it."

The other half of the hyphen concurs. Mr. Brinkley said: "I don't think it's anything new. Anything that happens in a time like this tends to be exaggerated. If it's good, it's credited as being better than it really is, and if it's not so good, it's said to be worse than it really it. I say in all modesty I think we've been doing it for several years, and I think the record will show it going back over similar public events for some time."

With a bow to the competition, Mr. Goodman noted that the other net-

works did good jobs of covering the conventions, too—which makes NBC doubly glad to have come in first.

Story's the Formula ■ NBC's success this year was compounded of equal parts Huntley-Brinkley ("turned loose with no instructions to make speeches or to deliver college courses in history"), an aggressive team of floor reporters (the same number and many of the same people as in 1956), more than two dozen "beat" reporters whose job was to supply news to the on-air men, an internal news wire that operated from 8 a.m. to a half hour after sign-off each night, and a tight editing control system.

More than that, says Bill McAndrew, it was due to the basic premise handed down by President Robert Kintner before the conventions. That was simply to cover the story and not worry about electronic gadgetry. The reporters were to follow the news, and the cameras to follow the reporters.

Mr. Lower, who was with CBS in 1956, cited one specific to demonstrate the de-emphasis on gadgetry and the emphasis on news. He reminded Mr. Huntley that in 1956 NBC was making a big thing out of the five-way split screen but that in 1960 "if we decide to split a screen, we do it because that's the best tool to use for this particular thing—and we make no mention of it. We just go ahead and split it."

How Much H&B? ■ Even allowing all this, the network admits a major share of its success must be credited to Messrs. Huntley and Brinkley themselves. Yet those two, while pleased that their performances have been well received, make a strong case for elements in the news organization.

"David and I look only as good as the team is good," said Mr. Huntley, giving special credit to floormen Frank McGee, Martin Agronsky, Merrill Mueller and Herb Kaplow. "I'll swear I don't know how they do it . . . There's the noise on the floor, and they're being pushed and jostled . . . And while they're questioning some delegate or some governor or senator, directions keep banging in their ears from the director: move over a little bit, or throw it to Mueller, nod your head if you understand, or just plain shut up."

Mr. Brinkley followed with a description of how little he and Mr. Huntley knew of what's going on: "While we're in this tank over the floor, practically sealed in, all we know is what we can see through the glass window—not really very much. All the real information we have we see on the NBC program monitor and what we get off the NBC news wire. We're not in there manufacturing things.

"I get the feeling up there that we're on the extreme end of a tremendous tangle of copper wires that is owned by NBC and goes all over Chicago, which if it were all laid end to end—we wouldn't be on the air. We do not generate very much; we pass it along. It's of course the polite thing to say but it's also the true thing."

While the behind-the-scenes decisions on what not to put on the air next, what location to send the cameras to and similar strategies were worked out through a complicated maze of wires and electronics, no such devices existed in the booth where Messrs. Huntley and Brinkley operated. It was a matter of spontaneous combustion there.

"I don't have the faintest notion of what I may say in the next five seconds," Mr. Huntley said last week. The two accomplished their personal communication by "a look in the eye."

"I can glance at David and tell by the expression on his face when he has something to say," said Mr. Huntley. "It works the same way in reverse."

Equal Status For News ■ While the NBC news division is now riding high at the network, it was not always so. Mr. McAndrew recalled that before the 1956 convention the news department "was considered a group of people

AGAIN NBC LEADS THE RATINGS

The GOP convention's television audience averaged 14,143,000 homes per minute during the first three nights, according to American Research Bureau's Arbitron national service. Assuming 2.2 viewers per set, the average audience would be 31,115,000 at any given moment.

On a cumulative basis the three night sessions attracted 42,430,000 million homes or 93,346,000 viewers per average minute, including homes and viewers who watched on two or more nights. No figures were available to show the number of different homes and viewers who tuned in at some time during the three evenings.

The tv audience figures for the Republican convention ran slightly behind those for the Democratic sessions on the same three nights. The GOP average of 14,143,000 homes per minute per night compared with 14,487,000 for the first three nights of the Democratic convention. (BROADCASTING, July 18). Last week's measurements covered all three networks from 7:30 to 11 p.m. New York time; those for the Democratic convention, which had earlier opening times, started on one of the three days at 6 p.m. and on another at 7 p.m. Viewing past 11 p.m. was not counted in either case; neither was viewing of daytime coverage.

As in the case of the Democratic convention, NBC walked off with the biggest ratings last week. Its per-night 16.1 rating and 7,227,000 homes were higher than those of CBS (10.8 and 4,915,000 homes) and ABC (5.1 and 2,001,000 homes) combined.

Audience studies also showed again that non-network stations and their entertainment programs often rivalled and sometimes exceeded the convention in attracting viewers. Arbitron national figures did not show audience shares, but the Arbitron multi-city report, covering seven major markets, showed that in only four half-hours of the first three days did the convention coverage—all three networks combined—command 60% or more of total sets in use. In one half-hour period the three networks had less than half (47.6%) of the total tv audience.

Here, by half-hours, are the Arbitron national figures on the three-network GOP convention tune-in during the first three nights, plus the comparable Democratic convention figures:

HOMES REACHED PER AVERAGE MINUTE (000's omitted)

	MONDAY		TUESDAY		WEDNESDAY	
	GOP	Demo.	GOP	Demo.	GOP	Demo.
7:30- 8:00 p.m.	9,733	* 8,545	11,058	10,829	15,445	14,760
8:00- 8:30	11,743	11,333	13,160	10,647	13,572	15,902
8:30- 9:00	12,155	12,063	14,075	13,068	13,937	20,564
9:00- 9:30	13,115	12,201	15,217	14,622	15,399	18,005
9:30-10:00	14,303	13,937	14,851	14,028	14,760	20,244
10:00-10:30	15,171	15,217	16,314	17,776	17,136	21,386
10:30-11:00	13,754	16,176	15,444	12,200	16,679	19,512

* CBS and NBC only; ABC coverage had not yet started.

Figures on the division of audience among the networks were not revealed by ARB, but elsewhere it was reported that the ratings and homes-reached figures for last week broke down as follows, as compared with the Democratic convention:

HOMES REACHED PER AVERAGE MINUTE (000's omitted)

	MONDAY				TUESDAY				WEDNESDAY			
	GOP		Demo.		GOP		Demo.		GOP		Demo.	
	Rating	Homes	Rating	Homes	Rating	Homes	Rating	Homes	Rating	Homes	Rating	Homes
ABC	4.3	1,677	4.4	1,713	5.2	2,036	5.8	2,210	5.8	2,291	5.9	2,577
CBS	10.6	4,850	10.6	4,863	11.1	5,072	11.7	5,324	10.6	4,824	12.2	5,561
NBC	14.1	6,326	14.4	6,450	16.1	7,194	12.5	5,586	18.2	8,160	20.6	9,176
Totals	—	12,853	—	13,026	—	14,302	—	13,120	—	15,275	—	17,314

with dirty carbon paper on their fingers. Although we had no doubts as to what we could do—given the chance—we were not accepted unanimously inside the organization." Top management looked so casually on NBC news that when the news department recommendation to put Messrs. Huntley and Brinkley in the lineup was accepted, management delayed six weeks before announcing it.

Bob Kintner changed that, Mr. McAndrew said. A former newspaperman, Mr. Kintner pulled the news department out of the programming department and ordered it to report directly to him. He gave news more money and Staffers a free hand.

Oddly enough, Mr. McAndrew thinks 1960's convention coverage will cost the network less than 1956's, mainly because of the decreased reliance on electronic effects. Although NBC used as many technical people as before, it used fewer production people—as Mr. Frank put it, "people with ideas you can't use." Mr. McAndrew estimated his out-of-pocket convention expenses at between $1.75 and $2 million. This does not include money lost through pre-emptions of sponsored programs.

Tape's Role ■ One of the technical developments that enabled NBC to cover more ground this year was tv tape—a blessing not without drawbacks. Rather than easing the load, tape added to it; being able to cover a number of events simultaneously on tape, the network was drawn into wasteful use of manpower. Mr. Lower said: "We were using live television cameras [for tape recording] almost as if they were hand-held, 16 mm, single-system sound film cameras. Our crews in the hotels were really breaking their backs to move this around. It meant we had crew calls last Wednesday for 5 a.m. in four different hotels—the Sheraton, the Blackstone, the Hilton and the Morrison, and then the crews were there until after 11 o'clock at night." Although back-breaking, the tape permitted NBC to cover news it could never have brought in before video tape.

Mr. Lower also credited tape with permitting NBC to develop another key element in its coverage—the "connected background narrative." Translated, this means the half-hour or so of taped summation of the day's events that NBC put on the air just before kickoff of each night's sessions, recapping both the major events that were televised earlier in the day and other vignettes taped but not televised live.

Mr. McAndrew went out of his way to commend two other behind-the-scenes members of his convention team, Jack Sughrue, who had worked on the design of NBC's quarters since last September, and Charlie Jones of the Washington staff, who operated the preset center that screened all camera pickups before they went to Messrs. Frank and McAndrew for decision as to what would go on the air. Mr. McAndrew described them both as "angry young men" so enthusiastic for their work that they conducted tours for rival CBS newsmen.

Stick With The Story ■ NBC's newsmen kept returning to the central theme that concentration on the story was the prime element in their success. Julian Goodman noted that "we refused to be diverted by things that had no real concern with what went on in the convention. For instance, one of the networks interviewed Harold Stassen four times last Tuesday—and he was not a prime mover in the convention."

Mr. Frank added that NBC went to Chicago "reasonably convinced that there was no big story there. We'd probably been reading the papers too. But we made the decision that we were going to cover the story. If it was a dull story, our function was to cover it. We would make it as interesting as we could, within the legitimate limits of news coverage."

Then he summed up with this analysis:

"It's a very old fashioned idea. We applied it to the convention in 1956. It's how to cover a story. Never mind the electronics. How do you cover a story? We have come to the point in television that you cover a story the way stories are covered. It's the story that counts, not the gadgetry."

On hand in Chicago

The following stations, station groups and news, programming and other services, plus group properties (but not including the networks), were accredited to cover the GOP national convention in Chicago last week. The preliminary list totaled 662, though many failed to pick up their credentials from the Republican radio-tv credentials unit under Bob Menough. In many instances passes were given to other radio-tv representatives during the week. Various other passes were distributed for various remote coverage events, as well as social functions. The following list, as of Monday, July 25, was supplied by the GOP convention committee.

Individual Stations

KAMP El Centro, Calif.—Robert E. Baker
KBUN Bemidji, Minn.—James R. Hambacher
KCBS San Francisco—Don Mozley
KCMC-TV Texarkana, Texas—Walter E. Hussman
KCMO Kansas City, Mo.—James Monroe
KCRG Cedar Rapids, Ia.—Craig Tenney
KDAY Santa Monica, Calif.—Averill Berman, Bob Dye, Mark Ford, Mel Leeds, Virginia Leeds, Irving C. Phillips, Bill Roberts and Bill Tanner
KEAR San Francisco—Dick Palmquist
KFH Wichita, Kan.—George Doyle
KFQD Anchorage, Alaska—Lynn C. Thomas
KFSA-TV Ft. Smith, Ark.—Donald W. Reynolds
KFWB Los Angeles—Dean Alexander, Bill Angel, Bill Crago, Charles Arlintgon, Mike Henry, John Babcock, Bill Kennally, Charles Blore, and Robert M. Purcell
KGMB Honolulu, Hawaii—Robert W. Sevey
KGO San Francisco—Mrs. William Winter
KGW-TV Portland, Ore.—Tom Dargan and Tom Li McCall
KING Seattle—Charles Herring, Florence C. Hoff, Robert Schulman and Ted Simpson
KIOA Des Moines, Ia.—Rita Betts, Robert C. Betts, John Catron and J. D. Doe
KJAY Topeka, Kan.—Dale S. Helmers, J. W. McCoskrie
KLOQ Yakima, Wash.—Warren J. Durham
KMBC Kansas City, Mo.—Don D. Davis and Claude Dorsey
KMOX St. Louis—Spencer M. Allen, Stephen Fentress and Max Roby Jr.
KMPC Los Angeles—Robert H. Forward, Hugh Brundage, Morton B. Jackson, Chet Casselman, Paul Perce, Steve Bailey, Donn Reed, Fred Hessler, Val Clenard, Stan Warwick, Bob Kelly, Lloyd Perrin, Del Cody, Del Nestor, Jack Foster, Hal Bender, Earl Lieske, Dick Nelson and Bob Miller
KNDI Honolulu, Hawaii—Jim Ownby
KNDO Yakima, Wash.—Ed Morrissey
KOLN Lincoln, Neb.—Byron Krasne, Bob Taylor and Don Wright
KOMO-TV Seattle—Howard Ramaley and Herb Robinson
KOY Phoenix, Ariz.—Bill Close, Sam Jones and Jack Williams
KPOL Los Angeles—Lewis K. Irwin
KPTV(TV) Portland, Ore.—George Sanders and John Salisbury
KQEO Albuquerque, N.M.—Ed Pennybacker
KQV Pittsburgh—Donna Holman and Sam Holman
KRAM Las Vegas, Nev.—Alan Jarlson, Ed Phillips and John Strobel
KRKO Everett, Wash.—Herb Swanson
KRNT-TV Des Moines, Ia.—Paul Rhoades
KROS Clinton, Ia.—Lee F. White
KRVN Lexington, Neb.—Richard Hewitt
KSD St. Louis—Austin Bridgman and Frank Eschen
KSFE Needles, Calif.—Grant Holcomb Jr., Jim Rutledge, David Shuirman and Frank Strauss
KTAR Phoenix, Ariz.—John Harrington
KTNT-TV Tacoma, Wash.—William E. Borah
KTOP Topeka, Kan.—Merle Blair
KTUR Turlock, Calif.—Charles R. Palmquist Jr.
KUTV Salt Lake City—Doug Mitchell
KVOX Fargo, N.D.—E. J. McKellar (plus two others)
KWKW Pasadena, Calif.—William J. Beaton, Robert B. Griffin, Andrew James and Jaime Jarrin
KWLN Willmar, Minn.—Harry W. Linder
KWTV(TV) Oklahoma City—Bruce Palmer, Montez Tjaden, Ed Turner and Max Wolf
KWWL Waterloo, Ia.—Christy Hansen, R. J. McElroy and Warren Mead
KXTV(TV) Sacramento, Calif.—Cal Cape and Hank Thornley
WAKY Louisville, Ky.—Jack Lee and Jon Albert Poston
WALE Fall River, Mass.—J. Roger Sisson
WARM Scranton, Pa.—Mr. & Mrs. Donald Stevens
WATV Birmingham, Ala.—Stan Vainrib
WAVZ New Haven, Conn—George T. Phillips
WBAL-TV Baltimore—Galen Fromme
WBBM Chicago—Patricia Barton, Mel Bloom, Geo. A. Burns, John Calloway, Richard Etter, Stan Gould, Hugh Hill, Ben Larson, E. H. Shomo, Art Thorsen, Willie Wolfson (and three engineers)
WBBM-TV Chicago—Lula Bartlow, Russ Bensely, Morris Bleckman, John Case, Fahey Flynn, William G. Garry, Aaron Gold, Irv Heberg, Mike Kesmar, Wes Marks, Mike Neigoff, Frank Reynolds and Bill Tyler
WBNS Columbus, Ohio—Irwin Johnson, Betsy Levering, Chet Long, Darrel McDougle, Bill Pepper, Nancy B. Wolfe, Richard M. Wolfe, and Bill Zipf
WBNS-TV Columbus, Ohio—(two cameramen)
WCAU Philadelphia—Edward Janosik
WCAW Charleston, W. Va.—Dorothy Heinzer, Elaine Johnson and Mary Scott
WCBM Baltimore—Robert H. Gneiser
WCBN Ann Arbor, Mich.—Jack Huizenga and Steven Stockmeyer

Musical Variety Means Audience Variety, too*

* in turnover of different homes reached, we're one of Los Angeles' top four radio stations. (February 1960 Cumulative Pulse)

With 59 AM and FM radio stations listed in Los Angeles newspapers, KFAC is one of the élite four that reach over a million different homes in an average week. Credit goes to KFAC AM and FM programming—musical variety from Mikado to Mozart scheduled so that no title is heard more than once in ten days.

KFAC renewals tell the story. 43 current advertisers are in their 2nd to 20th continuous year of successful KFAC selling. We invite you to join them.

KFAC AM-FM

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.

PRUDENTIAL SQUARE · LOS ANGELES

WCCO Minneapolis—Jim Bormann, Richard Chapman and Lawrence F. Haeg
WCKT(TV) Miami—Wayne Fariss, Richard Lobo and Ben Silver.
WCIA(TV) Champaign, Ill.—August Meyer (and three others)
WCOW Sparta, Wis.—Bill Lahm, John D. Rice
WDAE Tampa, Fla.—David E. Smiley
WDAF-TV Kansas City, Mo—Walt Bodine and Bill Leeds
WDAN-TV Danville, Ill.—Robert J. Burow
WDAU-TV Scranton, Pa.—Donald Cuozzo, Tom Powell and John Scannella
WDBJ-TV Roanoke, Va.—John M. Patterson
WDCR Hanover, N.H.—Frederick M. Asher
WDOC Prestonburg, Ky.—Gordon Collins (plus one other)
WDOR Sturgeon Bay, Wis.—Edward Allen Jr., Mrs. Edward Allen and R. A. Stearn
WDSU-TV New Orleans—Bill Monroe
WDUZ Green Bay, Wis.—Ben A. Laird
WECL Eau Claire, Wis.—Steve Henry (plus one other)
WEIR Weirton, W. Va.—Harry Cochran
WERE Cleveland—Harry Dennis, Bob Hagen, Bill Jorgensen, Mike Prelee, Art Schreiber and Ray Tannehill.
WESB Bradford, Pa.—H. A. Satterwhite and M. J. Crosetto
WEJL Scranton, Pa.—Robert R. Flanagan
WEMP Milwaukee—Barbara Banks, Gene Bernhardt and John Gradijan
WEWS(TV) Cleveland—Dorothy Fulkheim, Geo. A. Grant and Jack M. Perkins
WFBM-TV Indianapolis—Ernie Crisp and Bob Gamble
WFIL-TV Philadelphia—Les Crystal, Harold Hodgeman, Chas. Keller, Harry Krause, Roy Nassau and Allen Stone (plus one engineer)
WGIL Galesburg, Ill.—David Loring
WGN-TV Chicago—Geo. Baum, Hal Bellone, Dan Calibraro, Arvid Carlson, Gene Doretti, Gregg Guinan, Jim Harden, Jack Herridge, Bob Henley, Jack Jacobson, Ronald Kloss, Bob Manewith, Marty Mottlow, Bob Mulholland, Paul Newton, LeRoy Ollinger, Phillip Petcy, Bill Phillips, Maxine Schultz, Tom Sheridan, Darrel Strong and Ed Sullivan.
WHAS-TV Louisville—Bill Small, Jay Crouse and Vince Clephas.
WHBF Rock Island, Ill.—Bill Ellison (plus one cameraman)
WHBY Appleton, Wis.—Leonard E. Pasek
WHGR Houghton Lake, Mich.—Bob Ditmer and R. P. Ditmer
WHIL Medford, Mass.—Marshall Sloane and Sherwood J. Tarlow
WHIO-TV Dayton, Ohio—Thomas J. Frawley and Andrew M. Cassells.
WHIS-TV Bluefield, W.Va.—John C. Shott
WHO-TV Des Moines—Jay Hytone and Otto Weber
WIBA Madison, Wis.—George R. Stephenson
WIBW-TV Topeka, Kan.—M. R. Jackson, E. L. McKinney, Thad M. Sanstrom, Olaf Soward and Paul A. Winders
WICS(TV) Springfield, Ill.—
WICU-TV Erie, Pa.—Arthur M. Ingram and Edward O. Lamb
WICY Malone, N.Y.—Mitchell C. Tackley
WILK Wilkes-Barre, Pa.—T. Newell Wood
WILS Lansing, Mich.—Bob Runyon (plus one other)
WINR Binghamton, N.Y.—Tom Cawley
WINX Rockville, Md.—J. Stanton Boteler, Richard M. Dinham, Pierre D. Eaton and Nancy G. Preffitt
WIOU Kokomo, Ind.—Howard Fisher
WITH Baltimore—Thomas Tinsley
WJBC Bloomington, Ill.—Donald J. Newberg
WJBK-TV Detroit, Mich.—John T. Dempsey, Robert O. Thaw and Murray Young
WJBL Holland, Mich.—Jerome C. Geysen, Harold Ver Hoge and Ray Bamder Laan
WJDH Quincy, Mass.—James D. Asher, Arthur F. Lane and Verne Williams
WJR Detroit, Mich.—Jack Hamilton, William Sheehan and Jim Vinall
WJTN Jamestown, N.Y.—J. Murdoch Dowley
WJW-TV Cleveland, Ohio—Warren Guthrie (plus two technicians)
WKAN Kankakee, Ill.—Robert J. Hawkins
WKAZ Charleston, W. Va.—Kenneth R. Kurtz
WKCR Columbia University, New York
WKTY LaCrosse, Wis.—Charles R. Kearns
WKZO Kalamazoo, Mich.—Willis Dunbar
WKY Oklahoma City, Okla.—Bob Flournoy
WLAC-TV Nashville, Tenn.—Hi Brown and Roy A. Smith

Credentials: Is there solution?

The issue of political convention credentials, always a sore point with radio-tv newsmen, may get a fresh airing on the basis of further complaints at last week's Republican convention.

The move possibly will be made by the Radio-Tv News Directors Assn. in view of discussions by some of its officers and other members at an informal meeting in Chicago Tuesday evening. They agreed there's room for "some improvement" in the machinery of handing out radio-tv credentials. Most of the complaints concerned the lack of passes for newsmen to the convention floor. Passes also were at a premium during the Democratic convention in Los Angeles, prompting similar complaints.

William Small, WHAS-AM-TV Louisville and RTNDA president, reportedly will sound out members on specific suggestions and recommendations for improving the credentials picture. RTNDA, it is understood, feels strongly that newsmen should have a greater voice in setting up credentials procedure for the political conventions, other than through the Senate and House Radio-tv Galleries. A $20 registration fee was suggested in some quarters.

Actually, RTNDA members stressed, there's no severe conflict on credentials, rather a hope for improvement in 1964. One of the problems of the credentials' group is the traditional rash of late applications stemming partly from the previous fortnight sale of news shows. Another problem emphasized by RTNDA: that some stations don't send actual news representatives to the big shows, top brass come instead.

WLAD Danbury, Conn.—Paul Baker and Abe Najomy
WLBA Gainesville, Ga.—John H. Bennett
WLBK De Kalb, Ill.—Russell W. Pigott
WLCY St. Petersburg, Fla.—Farris Rahall
WLIB New York—George W. Goodman and Harry Novik
WLRN Bethlehem, Pa.—Jack Branning, Dennis Fitzgerald and Robert Walters
WLS Chicago—Ralph Beaudin, Martha Crane, Bill Duane, Bill Guthrie, Roy Huberty, Charles Kingdom, Bill Mason, Tom Rowe, Harold Salzman, Dale Schimp and Harvey Wittenberg.
WLWT(TV) Cincinnati—Richard Fisher, Lee Hornback, Gilbert W. Kingsbury and Richard Siley.
WMAZ-TV Macon, Ga.—Howard Absalom, Howard Absalom Jr.
WMBI Chicago—Ed Ronne (plus two engineers)
WMNE Menomonie, Wis.—Donald Mortwedt
WMOH Hamilton, Ohio—Ray Motley (plus one other)
WMT Cedar Rapids, Ia.—James Shirek Jr.
WNAC Boston—Mario Biascetti, Leland C. Bickford and Norman Knight
WNDU-TV South Bend, Ind.—Frank Dreighton, Chuck Linster, Pat Robinson and Bob Young
WNEW New York (with News Assoc.)—Chip Cipolla, Mark Evans, Jim Gash, Lee Hanna, Florence Lowe, Dick Merson, Ike Pappas, Rudy Ruderman, Martin Weldon, Jack Pontze, Bob Stoepker, Bob Le Donne and Marvin Jay (plus two others)
WNHC New Haven, Conn.—Michael J. Goode
WNMP Evanston, Ill.—David Cartee
WNTA Newark—Mike Wallace
WOKY Milwaukee—Dave Bartell and Don Sherwood
WONE Dayton, Ohio—George Dunlevy and Ronald B. Woodyard
WOOD-TV Grand Rapids, Mich.—Dick Cheverton
WOR-TV New York—Benjamin Baldwin, George Barton, George Brown, Henry Gladstone, Martha Rountree, Lester J. Smith, Donald MacLean and John Wingate.
WOW-TV Omaha, Neb.—James M. Goffin
WOWO Fort Wayne, Ind.—Harold M. Cessna
WPIX(TV) New York—(seven people)
WPRB Princeton, N.J.—Bartlett H. McGuire, E. P. Vanderwicken and Hugh D. Wharton III
WPTR Albany, N.Y.—Merrill Ash, Don Bryne, Jerry Cartledge, Al Crouch and Fred Neil (plus two engineers)
WRAC Racine, Wis.—Virginia E. Priaulx
WRTA Altoona, Pa.—Warren Weiner
WRVA Richmond, Va.—Jack B. Clements
WSAM Saginaw, Mich.—Emmett Robinson
WSAZ Huntington, W. Va.—Ken Kurtz and Boz Johnson
WSB-TV Atlanta, Ga.—Ray Moore
WSPA-TV Spartanburg, S.C.—Tom Brown and Walter Brown
WSTA Virgin Islands—Jack W. Leach
WSTC Stamford, Conn.—James R. Elliott and Arthur Mattson
WSUG Clewiston, Fla.—James H. Broadwell
WSWM (FM) East Lansing, Mich.—John A. Matters
WTAN Clearwater, Fla.—Howard W. Hartley and Josephine Hartley
WTAX Springfield, Ill.—Bill Miller
WTCN-TV Minneapolis—Lorimer Knoll and Sheldon Peterson
WTHI-TV Terre Haute, Ind.—Howard T. Batman, Betty Chadwick, David I. Day and Joe Higgins
WTIC-TV Hartford, Conn.—Tom Eaton (plus one cameraman)
WTLC Canton, Ohio—Morton Frank
WTMJ-TV Milwaukee—Jack E. Krueger and Arthur Olszyk
WTOB Winston-Salem, N.C.—Charles M. Eldridge, Charles E. Eldridge and John L. Fischer
WTOL-TV Toledo, Ohio—Oscar Huff and Edward Tycenski
WTOP-TV Washington, D.C.—Steven Cushing, Bill Grove, Roger Mudd and Mike Turpin
WTTH Port Huron, Mich.—Ronald E. Mires
WTTW U. of Chicago—Brainerd Currie, C. Herman Pritchett and John Scott
WTVD(TV) Durham, N.C.—Floyd Fletcher and Jack Williams
WTVT(TV) Tampa, Fla.—John Murphy and Crawford P. Rice
WUOM(FM) Ann Arbor, Mich.—Dean Coston, Karl Lamb and William Stegath
WWDC Washington, D.C.—Robert E. Robinson
WXYZ Detroit—Richard A. Femmel and Thomas V. Waber
CFPL London, Ont., Canada—Ward Cornell and D. C. Trowell

Station Groups, News & Programming Services, etc.

Armed Services Radio, Los Angeles—Jack Brown, Joseph Clinton, SFC Lloyd Eyre, Richard Jacobs, Duane Jones, Sheldon Karlan, Robert Lassell, Hoyt Wertz, Allison Wiman and Lother B. Sibert
Associated Press (Radio Bureau), Washington, D.C.—Anthony Catella and Bill Owen
Australian Broadcasting Commission, N.Y.C.—Allen C. Ashbolt
British Broadcasting Corp., Washington, D.C.—

Leonard Miall, Robert Mackenzie, Gerald Priestland, Maureen Sharpe and Douglas Stuart
British Commonwealth International News Film Agency, Washington, D.C.—George M. Dorsey, Alfred O'eth and Alan White
Broadcast News Bureau, Washington, D.C.—Hugh Bremner, Durham Caldwell, Bill Cardin, George J. Hoffman, Paul Means, Tom O'Brien, F. M. Randolph and Clayton Vaughn
Canadian Broadcasting Corp., Toronto, Ont., Canada—Walter Anderson, Craig Armstrong, Albert Cowan, Gordon Cullingham, Keith Davidson, John Lant, Rene Levesque, Miss Betty McCarthy, James M. Minifie, William Murphy, Knowlton Nash, John Skillen, Jerry Stanley and Romain Desbois
Chicago on the Line, Chicago—David Boyer, Gerald Chesse, Ted Weber and Don Tillman
Tris Coffin Associates, Chevy Chase, Md.—Howard Skidmore
Corinthian Broadcasting, New York—Cal Cates, Norman Duncan, Richard Hickox, B. Calvin Jones, Walt Jones, Herman W. Land, Steve Pefley, C. Wrede Petersmeyer, Dan Rather, Roger Sharp, Hank Thornley, Phil Wilson and Robert Wolfe
Deadline Washington, Washington, D.C.—Joe Phipps
Founders Corp., N.Y.—R. C. Albright, David Mendelsohn and John M. Shaheen
Fox Movietown News, Washington, D.C. and N.Y.—Tony Caputo, M.D. Cooke, Thomas J. Craven Sr., Burt Delgado, Douglas Dupont, Anthony Edwards, Burt Evand, Anthony Girolami, Bernard Gray, Jerry Kahn, Emile Montemurro, Edmund Reek Jr., Melvin Shapiro, Louis Tetunic, Luke Wall and Malcolm Williams
French Broadcasting System, Radio Diffusion-Television Francaise, New York—Pierre Crenesse
German Radio-Tv Network, Chevy Chase, Md.—Dr. Peter E. Pechel
Herald Tribune Net, Mt. Kisco, N.Y.—Richard K. Doan
Japan Broadcasting Corp., Washington, D.C.—Eiichi Kimura, Toshio Nakagawa, Shigenao Nakamura, Akira Ogata and Hiroshi Takano
News Assoc. Inc., Washington, D.C.—Harry Arouh, Donald E. Bowers, Herbert Brubaker, Stephen Dixon, Jules Fogel, Robert Fuller, I. Herbert Gordon, Bruce Morton, Robert Shipley and Robert Johnson
Peoples Broadcasting Corp., Columbus, Ohio—Arthur C. Schofield
Radio Free Europe, New York—Alton Kastner, Nicolas Pentcheff, Horst S. Petzall and Stanley Smialowski
Radio Prague, New York—Ludvik Cermak
Radio Press International Inc., New York—Alan Emory, Lloyd McKim Garrison, Tom Ryan, William Scott and Pendleton Stevens
Radio-Televisione Italiana, New York—Dr. Ruggero Orlando
Rollins Broadcasting Inc., Wilmington, Del.—Mary Jane McLaughlin and John W. Rollins
Taft Broadcasting, Cincinnati—Nick Basso, Bill Bradshaw, Harry Mohr and Al Wells
Telenews-Hearst Metrotone, Washington, D.C. and New York—Murray Alvey, Nicholas Archer, Robert M. Brennan, Anthony Caputo, Marshall Davidson, George Gerlach, Frank Koza, Ronald Koza, Harold Lion, William Markstahrer, John Sandstone, Al Schuster, Charles E. Shutt, Art Smith, George Sozio, Allen H. Steinberg and Gordon Yoder
Time Life Stations, Washington, D.C.—Bill Roberts
United Broadcasting Co., Washington—Edward Alfriend
United Press International, Washington, D.C.—C. Edmonds Allen, Robert Buckhorn, Bill G. Gerguson, Thomas McGann, George J. Marder, Leanne Marks, Marcia Milanowski, Dean C. Miller, John I. Pelletreau, John L. Sehon, Weber F. Trout and John Vogt
Voice of America, Washington, D.C.—Richard Driscoll, Roland Dunlavey, Fernando Galvan, Constantine Grigorovich-Barsky, George Halsey, Joseph Petraglia, Carolus Schenke, Grga Zlatoper and Mel Ward
United Press Movietone News, Washington, D.C. and New York—Fred Ahrens, William Biltgen, Benjamin Box, Bryce Burke, Ameel Fisher, Joseph Garvey, Louis Girolami, Fort B. Guerin Jr., Webber Hall, Robert S. Hewitt, William R. Higginbotham, Jess Kizis, J.M. Lambert, Arthur Lincer, Arthur Lodovichetti, Marvin Lorber, Lester Mannix, Ellen McDonnell, Eugustine Nazario, Burt Reinhardt, Maurice Schofeld, Charles Schuman, Jack Schultz, Ed Shay, Paul Sisco, Ray Smythe, William K. Smythe and Ray Ziesse
Washington Reporters, Washington, D.C.—Jack Reed and Harry R. Stringer
West German Radio, Washington, D.C.—Del Ankers, Gene Ankers, Rainer Hagen, Fritz Roland, Renate Valentin and Peter Von Zahn
Westinghouse Broadcasting Co., Washington, D.C.—U. Baudino, Ray Bowley, Hal Cessna, Chet Collier, Ann Corrick, Sid Davis, Jerry Landay, H. Lansky, Glenn Luther, Don McGannon, Dick Pack, Wanda Ramey, J. Vincent Sheehan, Jim Snyder, Mike Wallace and Jere Witter

GOP briefs

■ Networks got off to a bad start last Monday because of line and interconnection difficulties both at the amphitheater and in hotels in Chicago. AT&T said, however, that the interference to video signals, which occurred intermittently during the morning session of convention, was cleared up promptly, and that by evening normal operations were restored.

* * *

■ While no figure was available on telephone company costs in Chicago, unofficial reports placed Pacific Telephone Co. (AT&T) outlay in Los Angeles for Democratic convention at $2 million. Not all of it was recouped, customers were told informally. Los Angeles service was described as optimum.

* * *

■ Newsmen covering floor proceedings yearned for those wide open aisles and efficient air-conditioning available at Democratic meet. They experienced extreme difficulty in Chicago in moving about with their creepy-peepies and remote equipment. Camera shots from booths were all but impossible. Four men found it necessary to maneuver their interviewees into camera position, usually away from state delegation seats.

* * *

■ Among the better-attended spaces at the amphitheatre in Chicago was the Nixon Volunteers' news trailer, utilized as a "staging area" for radio-tv interviews and equipped with soft chairs, air-conditioning, phones, typewriters and other gear. Politicians were brought into the trailer where crews from networks and independent stations interviewed them in a special broadcasting room.

* * *

■ Those who caught ABC-TV's remote coverage from the Conrad Hilton on Monday will appreciate the momentary anguish of commentator John Secondari while describing the meeting of Vice President Nixon and former President Herbert Hoover. He told viewers that "President Nixon is going into the suite of former President Herbert Roosevelt." Mr. Secondari, a polished commentator, now takes his place alongside Harry Von Zell, who once called the elder stateman "Hubert Heever."

A
Au·di·
ence
(ô′dĭ-ĕns) n.
1. an assembly of hearers 2. e.g. wmca's five state coverage where the sponsor's message can be heard in 5,540,560 radio homes.
THE STRAUS BROADCASTING GROUP
wmca
NEW YORK AM Radio Sales
wbny
BUFFALO ■ Jack Masla & Co., Inc.
rpi
RADIO PRESS INTERNATIONAL

CONVENTION PRE-EMPTION STORY

Republican's shorter show caused less network rescheduling

The shorter Republican national convention caused fewer pre-emptions of tv and radio network programs and advertisers than the Democratic convention, which ran a full night longer. The networks last week pre-empted all nighttime programming Monday through Thursday, as well as much of last Monday's daytime programs.

Since the Republicans held two sessions on Monday, to keep the convention length down to four days, the total number of hours of convention coverage compared equally to that given the Democratic meet. Listed below by network are the hours given over to the Republicans and the network reports on the programs and advertisers affected by pre-emptions. All times are EDT. As was true during the Democratic convention, the networks again were able to reschedule a few programs and a large number of commercial messages.

ABC-TV pre-empted all Monday-through-Thursday nighttime programs from 7 p.m. onward for Republican convention coverage. Several daytime programs fell by the wayside on the first day. ABC news chief John Daly and associates went on the air at 11 a.m. Monday, presenting early informal developments from booth and floor until Chairman Thruston Morton formally opened the convention at 11:46 a.m. ABC-TV reported on Thursday that it was not yet known how many stations picked up the network service. The complete list of programs and advertisers pre-empted, with convention broadcast times:

ABC-TV ■ (Mon. 11 a.m.-2 p.m.; 2:30-3:30 p.m.; 7:30-11:58 p.m.) *Restless Gun,* Cheseborough-Pond's; *Love That Bob,* American Cyanamid, Johnson & Johnson, Toni, Ex-Lax, Lever, A.E. Staley, S.C. Johnson; *About Faces,* Minute Maid, S.C. Johnson; *Gale Storm,* Beech-Nut, Armour, Sterling Drug, Cheseborough-Pond's, S.C. Johnson; *Beat the Clock,* Armour, Ex-Lax; *Cheyenne,* American Chicle, Johnson & Johnson, Procter & Gamble, Ritchie, Ralston; *Bourbon Street Beat,* Alberto-Culver, Reynolds, Brown & Williamson, duPont; *Adventures in Paradise,* Chevrolet, Reynolds, General Foods, Armour; *Amateur Hour,* Pharmaceuticals; *Bronco/Sugarfoot,* Carnation, du Pont, Brown & Williamson; *Wyatt Earp,* Procter & Gamble, General Mills; *Rifleman,* Miles, Ralston, Procter & Gamble; *Colt .45,* Brown & Williamson, Whitehall; *Alcoa Presents,* Alcoa. (Wed. 7:30 p.m.-12:59 a.m.) *Music for a Summer Night,* spot carrier; *Ozzie & Harriet,* Quaker Oats, Eastman Kodak; *Hawaiian Eye,* Carter, American Chicle, Whitehall, Ritchie; *Wednesday Night Fights,* Brown & Williamson, Miles Labs. (Thurs. 7:30 to 11:30 p.m.) *Donna Reed,* Johnson & Johnson, Campbell; *Real McCoys,* Procter & Gamble; *Jeannie Carson,* Procter & Gamble, American Chicle; *Untouchables,* Liggett & Myers, Ritchie, du Pont, Armour, Carnation, Whitehall; *Silents Please,* spot carrier.

Only One ■ ABC Radio reported only one sponsored program was pre-empted last week during its convention broadcasts. A single broadcast, *Paul Harvey News,* sponsored by Casite, was pre-empted. No count of stations carrying the coverage was available. The broadcast schedule: Monday, 11 a.m.-1:59 p.m., 2:30-3:24, 7:30-11:59 p.m.; Tuesday, 2:01-3:19, 7:30 p.m.-12 midnight; Wednesday, 7:30 p.m.-12:58 a.m.; Thursday, 7:30 p.m. to 11:30 p.m.

CBS-TV devoted 9½ hours to the first day of the Republican convention when morning and evening sessions were held. Integrated with the day's coverage was a special hour-long live report from UN headquarters, an exclusive two-city interview with Ambassador Henry Cabot Lodge, a two-hour presentation of Vice President Nixon's arrival and motorcade, a 40-minute interview with Mr. Nixon and an at-home interview with Governor and Mrs. Rockefeller. CBS-TV had a lineup of 190 stations carrying its network service. These network programs were pre-empted last week:

CBS-TV ■ (Mon., 10:30 a.m.-4 p.m.; 7:30 p.m.-12:03 a.m.) *Far Horizon,* Toni; *Love of Life,* Esso, Nabisco; *Search for Tomorrow,* Procter & Gamble; *Guiding Light,* Procter & Gamble; *As The World Turns,* Procter & Gamble; *House Party,* Lever, J.B. Williams; *Millionaire,* Colgate; *Verdict Is Yours,* Esso. Also, *The Texan,* All-State; *Father Knows Best,* Scott; and *June Allyson Show,* DuPont. Three half-hours normally sponsored by General Foods were not counted as pre-emptions because in each case there was a week's break between changes in programs. (Tues. 2-4 p.m.; 7:30 p.m.-12:30 a.m.) *House Party,* Kellogg, Toni; *Verdict Is Yours,* Toni; *Dobie Gillis,* Pillsbury; *Tightrope,* Pall Mall; *Comedy Spot,* S.C. Johnson; *Diagnosis: Unknown,* S.C. Johnson and Polaroid. (Wed. 7:30 p.m.-1:15 a.m.) *Reckoning,* Esso; *Men Into Space,* American Tobacco; *I've Got A Secret,* R.J. Reynolds; *Armstrong Circle Theatre,* Armstrong Cork; *Johnny Ringo,* Lorillard; *Zane Grey Theater,* S.C. Johnson; *Markham,* Renault; *To Tell The Truth,* Helene Curtis.

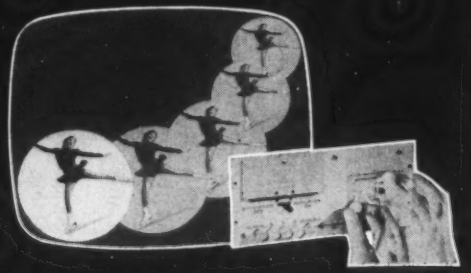
CBS Radio's simulcast coverage of the convention last week was not only picked up by all 203 affiliates but three extra stations in uncovered markets also joined the hookup. Monday daytime program pre-emptions (11:30 a.m.-2 p.m.) were *Garry Moore, Crosby/Clooney, Bob Richards, Couple Next Door, Right To Happiness, Kingston Trio, Whispering Streets, Ma Perkins, Young Dr. Malone,* and *Second Mrs. Burton.* Monday through Thursday nighttime broadcasts (7:05-conclusion each night) pre-empted the following programs: *Amos & Andy, Kingston Trio, Bob Richards, In Person, World Tonight,* and *Dance Orchestras. Capitol Cloakroom* was cancelled on Thursday night. The majority of these programs are sold on a participation basis.

Big Feed ■ NBC-TV began feeding convention coverage to 160 stations last Monday at 10:30 a.m. A total of 9 hours and 45 minutes of convention programming was carried the first day. Two reports from the U.N. were inserted the first day, a 29-minute insert at 10:39 a.m. and a two-minute segment at 2:20 p.m. In addition to gavel-to-gavel coverage, NBC News listed 11 special telecasts dealing with the Republican session from July 19 to 27. Nighttime programs and advertisers pre-empted last week are listed below. Advertisers whose commercials were rescheduled are identified with an (R). Refunds were in order for a few participants in early portions of the late night *Jack Paar Show.*

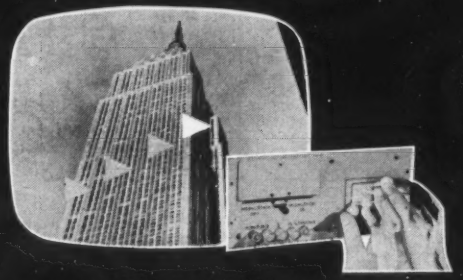
(Mon. 7:30 p.m.-12:45 a.m.) *Riverboat,* Del Monte; *Wells Fargo,* American Tobacco (R); *Peter Gunn,* R. J. Reynolds; *Alcoa Theatre.* (Tues. 6:45 p.m.-12.15 a.m.) *Huntley-Brinkley Report,* Texaco; *Laramie,* Colgate (R) and Philip Morris (R); *American Gas Playhouse,* American Gas; *Richard Diamond,* P. Lorillard (R); *Arthur Murray Party,* Glenbrook; *M-Squad,* American Tobacco, (Wed. 7:30 p.m.-1:30 a.m.) *Wagon Train,* R. J. Reynolds, Nabisco, Ford; *Price Is Right,* Lever; *Happy,* Kraft; *Tate,* Kraft; *This Is Your Life,* Procter & Gamble; *People Are Funny,* Glenbrook (R). (Thur. 7:30 p.m. - conclusion); *Plainsman,* Glenbrook (R); *Bat Masterson,* Sealtest; *Producer's Choice,* R. J. Reynolds (R); *Bachelor Father,* American Home

THE SPECIAL EFFECTS GENERATOR that MATCHES YOUR CREATIVE SKILL

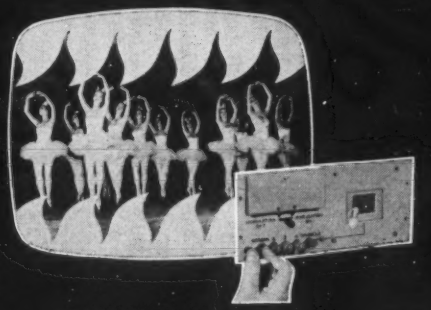
Insert May be Placed at Any Position on Raster



Electronic Spotlight



Electronic Pointer

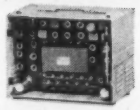


Add Motion to Standard Wipes

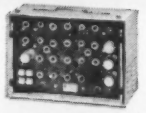
Now, You Can Offer Your Advertisers the Newest Facilities and Your Viewers the Most Varied Programming.

First, Telechrome provided broadcasters with a vastly improved system for producing a wider variety of dramatic wipes, inserts, keying and other special effects. Now, Telechrome engineering introduces the "Joy Stick" Positioner. This makes it possible to create many hundreds more effects and to move wipes, inserts, keying or other special effects to any place on the TV screen. The effects are startling! A new era in program creativity begins now! Ask to see the "Joy Stick" Positioner demonstrated, today!

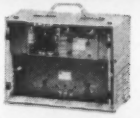
Full Specifications & Details or Demonstration Available on Request



490WA1 Waveform generator. Generates keying signals for the 72 different wipes.



490SA1 Switching Amplifier. Combines two picture signals in accordance with applied keying waveform.



490RA1 Remote Control Unit. Selects and controls desired effect. Designed for console or desk mounting. Easily modified for integration into existing studio facilities. Complete with power supply—Model 512C1

Available Portable or Rack Mounted

COLOR TV • INDUSTRIAL INSTRUMENTATION • TELEMETRY

TELECHROME MANUFACTURING CORP.

AT THE FRONTIERS OF ELECTRONICS

TELECHROME MANUFACTURING CORP.
28 RANICK DRIVE • AMITYVILLE, N.Y.
LIncoln 1-3600

Cable Address: COLORTV
TWX: AMITYVILLE NY2314

WESTERN ENGINEERING DIVISION • 13635 Victory Blvd., Van Nuys, Calif., STate 2-7479
MIDWESTERN ENGINEERING DIVISION • 106 W. St. Charles Rd., Lombard, Ill., MAyfair 7-6026
SOUTHWESTERN ENGINEERING DIVISION • 4207 Gaston Ave., Dallas, Tex., TAylor 3-3291

TELECHROME SPECIAL EFFECTS GENERATOR with Exclusive "JOY STICK" POSITIONER

MODEL 491-A1

Products (R); *Tennessee Ernie,* Ford; *You Bet Your Life,* Lever. Daytime programs and advertisers hit by pre-emptions were not made known.

NBC Radio was forced to cancel several regularly scheduled news programs last week, but all commercials which conflicted with convention coverage were rescheduled in other time periods. Morgan Beatty's *News of the World* (7:30-7:45 p.m.) was cancelled Monday through Thursday, as were three *News on the Hour* broadcasts and one *Sunoco Three-Star Extra.* Coverage started last Monday with 7 hours and 10 minutes of convention programming. Tuesday's schedule read 2:30-3 p.m. for the President's motorcade, 5:26-5:48 for Governor Rockefeller's news conference and 7:15-12:15 for convention session. On Wednesday and Thursday the convention was covered from 7:15 p.m. to conclusion. The network service got 95-98% pickup from affiliates. Coverage included several live pickups from the U. N. Security Council. The network's coverage of the Democratic convention two weeks ago totalled 34 and one-half hours, including special programs dealing with the conventions, NBC said.

Mutual Broadcasting System had a lineup of 382 stations for gavel-to-gavel coverage of both conventions. Mutual learned on July 22 that 308 of the stations had sold all their available time, with 57 showing majority sponsorship and 19 half-sponsorship. Last January affiliates were told they could sell 80% of the overall time MBS had set aside for coverage of the conventions and on election day to local sponsors. Mutual advertisers knew in advance that some newscasts on the half-hour would be pre-empted and be presented at a different time. Because the conventions stayed close to schedule, the plan was followed.

According to Herbert J. Cutting, director of sales service, there is no way of knowing what all of Mutual's stations did with the newscasts on the hour, "but they did so well in selling the convention package the stations not only had additional business on it but were also in a position to take care of clients normally on the newscasts. We feel safe to assume that many of the local sponsors in these newscasts also sponsored convention broadcasts."

Mutual's convention broadcast schedule last week: Monday, 11:05 a.m.-1:30 p.m., 7:35 p.m.-midnight; Tuesday, 7:35 p.m.-Midnight; Wednesday, 7:35 p.m.-1:15 a.m.; Thursday, 7:35-11:30 p.m. (estimated). In addition on Monday and Friday (9:35-10 a.m.) Mutual again aired its special *Convention Preview & Review.*

THE MEDIA

WINS PURCHASED FOR $10 MILLION

Storer buys N.Y. station in industry's biggest radio purchase

In the largest radio station sale in broadcast history, Storer Broadcasting Co. has agreed to buy 50kw WINS New York for $10 million.

The transaction, signed July 8, was made known last week. A copy of the 90-day option agreement—in which Storer laid out $100,000 as a binder—has been filed with the FCC.

The agreement is between Storer Broadcasting Co. and Gotham Broadcasting Corp., licensee of WINS. Gotham is wholly owned by multi-broadcaster J. Elroy McCaw.

The sales agreement, filed with the option agreement, is in full force until Jan. 10, 1961. Storer has the right to three extensions of six months each.

The arrangement provides that an application for FCC approval of the transfer will not be filed until Storer has made provision to sell one of its present am radio stations. Storer now owns the full quota of seven am radio outlets, in addition to the maximum five vhf tv stations.

It also provides that Storer will forfeit the $100,000 if it withdraws from the agreement. The sum will be counted against the purchase price upon consummation of the transaction after FCC approval, it states.

Offers $8-12 Million ■ In Chicago for the Republican convention, Mr. McCaw said last week that he entered the option agreement with Storer after he had received a number of offers ranging from $8 million to $12 million for the New York property.

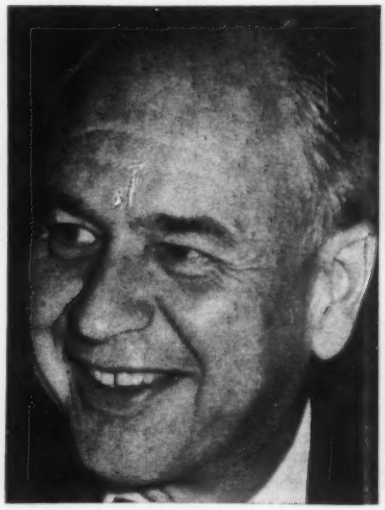
The transaction is for $10 million cash and does not include net quick assets.

Howard Stark of New York was the broker in the transaction.

Mr. McCaw told BROADCASTING that he was motivated in making the deal by several factors. He said that during the past five years, he had suffered losses approximating $2.5 million in the operation of his independent television stations (KTVW [TV] Tacoma-Seattle and KTVR [TV] Denver). He said he nevertheless was still a firm believer in independent tv operation in major markets and that he would bolster these operations with the funds that are being realized from the sale of WINS.

He added, moreover, that he has found it a physical hardship to operate WINS because of the cross-country commutation problem. His home is in Seattle, he noted, and the operation of the New York outlet required almost

SELLER MCCAW



BUYER STORER

Seller's holiday

J. Elroy McCaw, whose $10 million sale of WINS New York puts a new high on radio station sales (see page 76), said last week he will devote more time to a new capital fund investment company of which he is president.

The fund is the Small Business Investment Corp., he stated, which is capitalized at $15 million and includes on its board some of the nation's outstanding business executives. Mr. McCaw said the board included Spyros Skouras, president, 20th Century-Fox; Sylvester L. (Pat) Weaver, chairman, McCann-Erickson International and former NBC president; Jack C. Vaughn, Texas industrialist who with Cecil L. Trigg, owns KVII-TV Amarillo, KOSA-AM-TV Odessa and KROD-AM-TV El Paso, all Texas; John O'Connor, Dressen Industries, and Henry Blackstone, Servel Inc.

weekly trips to and from the coast.

Mr. McCaw also owns 50% of KELA Centralia, Wash.

Paid $450,000 in 1953 ■ Mr. McCaw bought WINS seven years ago from Crosley Broadcasting Corp. He paid $450,000 for the independent 1010 kc station. At that time, he asserted, it was losing about $160,000 a year.

The WINS transaction is $4 million more than the previous high in a radio station sale. WNEW New York was acquired by Metropolitan Broadcasting Corp. in 1957 for $7.5 million but there was $1.5 million in net quick assets acquired as part of the transaction. In the WINS sale, Mr. McCaw retains the net quick assets.

The agreement with Storer provides, however, that Storer will receive 50% of the net earnings of WINS between Sept. 1, 1960 and the closing date or Dec. 31, 1960, whichever is earlier.

Storer owns WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WITI-TV Milwaukee, WAGA-TV Atlanta, WIBG Philadelphia, WGBS Miami, WWVA Wheeling and KGBS Los Angeles.

Storer net income up

Storer Broadcasting Co.'s total net income for first six months of 1960 reached $2,820,939 ($1.14 per share), company reported last week. This compares with $2,714,549 ($1.10 per share) for same period in 1959. The 1959 figure included $582,417 in non-recur-

Throughout the World
A famous name for QUALITY is
ROCHESTER'S
Todd Company Division
Burroughs Corporation

Constant inspection is vital in producing uniform magnetic-ink striping for bank ledgers.

In the vital ROCHESTER, N. Y. area
The QUALITY
Radio Station is...

WHEC

Member GANNETT RADIO-TV GROUP

BASIC CBS ROCHESTER

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

ring net gain. In the six months period, revenues from the sale of time and programs showed an increase of 13% over 1959, Storer reported. Per share earnings are based on 2,474,750 shares outstanding of Common and Class B common stock. Storer owns five tv stations and seven radio outlets: WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WITI-TV Milwaukee, WAGA-TV Atlanta, WIBG Philadelphia, WGBS Miami, WWVA Wheeling and KGBS Los Angeles.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ WINS New York, N.Y.: Sold by J. Elroy McCaw to Storer Broadcasting Co. for $10 million (see story page 76).

■ KCOR San Antonio, Tex.: Sold by Raoul A. Cortez Sr. and associates to Inter-American Radio Inc. for $400,000 plus $120,000 not to compete. Inter-American comprises Ralph N. Weil, Edna Hartley, Sumner Collins and Robert Hall. Mr. Cortez and his group continue to own KCOR-TV San Antonio. Mr. Weil is a principal owner of KATZ St. Louis and is former owner of WOV New York. He also is applicant for am stations in North White Plains and Poughkeepsie, both New York. KCOR operates on 1350 kc with 5 kw. KCOR broadcasts in Spanish to 9:30 p.m. with rest of day devoted to Negro programming.

■ WPCT Putnam, Conn.: Sold by Rene Cote and associates to Herbert C. Rice for $100,000. Mr. Rice owns WILI Willimantic, Conn., and is former vice president of MBS. WPCT is 1 kw daytimer on 1350 kc. Broker was Paul H. Chapman & Co.

■ WHVH Henderson, N.C.: Sold by Lawrence Brandon and associates to Stanley Fox and group for $80,000. Mr. Fox is associated with family in operation of department stores in Oxford and Louisberg, N.C. WHVH is 250 w on 1450 kc. Transaction was handled by Paul H. Chapman & Co.

■ WEYE Sanford, N.C.: Sold by Lawrence Brandon and associates to Gail Lewis for $75,000. Mr. Lewis is 37.5% owner of WFVG Fuquay Springs, N.C., but is selling this interest to his present partners (see above). WEYE operates on 1290 kc with 1 kw daytime. Broker was Paul H. Chapman Co.

■ WFVG Fuquay Springs, N.C.: 37.5% interest sold by Gail Lewis to other partners, James F. Flanagan and Dr. Robert C. Currin, for $10,000. Mr. Lewis is buying WEYE Sanford, N.C. WFVG is 1 kw daytimer on 1460 kc. Broker was Paul H. Chapman & Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 97).*

■ KFJZ-TV Fort Worth, Tex.: Sold by Texas State Network to Nafi Telecasting Inc. for total consideration in area of $4 million. Nafi owns KCOP (TV) Los Angeles and KPTV (TV) Portland, Ore. It also owns KXYZ Houston, Tex. Texas State Network owns KFJZ-AM-FM Fort Worth, KFDA Amarillo and KRIO McAllen, all Texas. Commissioner Robert T. Bartley dissented.

■ KOBY-AM-FM San Francisco, Calif.: Sold by David M. Segal to Sherwood R. Gordon for $700,000. Mr. Gordon also owns KSDO San Diego and KBUZ-AM-FM Mesa, Ariz. Sale was granted by commission without prejudice to whatever action it may take in the pending inquiry concerning compliance with Sec. 317 (sponsorship identification). Commissioner Robert T. Bartley dissented.

■ KWKW Pasadena, Calif.: Sold by Southern California Broadcasting Co. to KWKW Inc. for $700,000. John F. Malloy, KWKW president, has interest in KLIQ Portland, Ore.

■ WWIL-AM-FM Fort Lauderdale, Fla.: Sold by L.M. Browning Jr. and Carey H. Blackwell to Washington attorney William A. Roberts for $400,000. Mr. Roberts has interests in KAUS, KMMT-TV Austin, Minn., and KWWL-AM-TV Waterloo, Iowa.

■ WARL-AM-FM Arlington, Va. (Washington, D.C., area): Sold by Cy Blumenthal to Arthur W. Arundel for $287,000 plus $75,750 for agreement not to compete within 75 miles of Arlington for five years. Mr. Arundel, a native of Warrenton, Va., worked for CBS News and UPI in Washington. He is on campaign staff of Vice President Nixon. He is also applicant for am radio station in Charlestown, W. Va., and is minority stockholder in applicant for am in Hagerstown, Md. Commissioner Robert T. Bartley dissented.

■ WSOC Charlotte, N.C.: Sold by Carolina Broadcasting Co. (James Cox stations) to Henderson Belk, department store executive, for $200,000. Mr. Belk has interest in WGUS North Augusta, S.C.

■ KWHK Hutchinson, Kan.: Sold by J.D. Hill to group headed by Vern Minor, KWHK manager, for $160,000.

■ KWCO Chickasha, Okla.: Sold by

Outstanding Exclusive Properties

NORTHWEST ***$450,000***

Powerful facility in major northwest market. Well known station and operating in the black. $100,000 cash required with liberal terms.

SOUTHWEST ***$325,000***

Fulltime facility on good frequency in top one-hundred market which is in for real growth. Station is highly rated and earning a good return. 29% down with flexible terms.

IOWA ***$150,000***

Profitable fulltimer in good medium market. Perfect for owner-operator. $43,500 cash down.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D.C.—ST 3-4341.
MIDWEST: H. W. Cassill--William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.
SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.
WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

The quality man

A new type of station executive, designated quality manager, has been set up at WRPB Warner Robbins, Ga. This executive is responsible for adherence of all programs to FCC, NAB and Federal Trade Commission requirements as well as the station's own standards. He is expected to bring about constant upgrading of all programming and production.

Some of the program director's functions are included in the position, such as supervision and improvement of the spoken word in writing and delivery, quality of music and production standards.

The quality manager will be familiar with all federal regulations and industry standards, sponsor response and civic needs. He will try to strengthen the station's position in the community in terms of prestige, listenership and commercial success. Back of the new position was the station's feeling that it would help meet recent criticism against broadcasting, according to Edgar M. Nobles, WRPB president.

Washita Valley Broadcasting Co. to Bayard C. Auchincloss for $150,000 and agreement not to compete. Mr. Auchincloss is a private high school teacher.

■ WTYM East Longmeadow, Mass.: Sold by Springfield Broadcasting Co. to Executive Broadcasting Co. (Stanley Ulanoff, president) for $140,000. Mr. Ulanoff is in wholesale packaging materials.

■ WDAN-TV Danville, Ill.: Sold by Gannett Publishing Co. to Plains Television Corp. for $75,000. Plains is a combination of H. & E. Balaban Corp., midwest theatre owners, and Transcontinental Properties Inc. (Herbert Scheftel, Alfred Burger and associates). Plains owns WICS (TV) Springfield and WHCU (TV) Champaign, both Illinois. Balaban group also owns 50% of WTVO (TV) Rockford, Ill.; 50% of WMCN (TV) Grand Rapids, Mich.; WBMG Birmingham, Ala., and holds one-third interest in WIL St. Louis, Mo.; WRIT Milwaukee, Wis., and KBOX Dallas, Tex. Sale includes lease and service agreement for studio, transmitting and office space for five years at $1,500 per month. Commissioner Robert T. Bartley dissented.

▫ WPTT (TV) Augusta, Me.: Construction permit sold by Richard S. Robie Sr. to President and Trustees of Bates College for $6,000. Commission conditioned sale to such action it may take as a result of pending petition by the U. of Maine, Orono, Me. for rulemaking relating to ch. 10 in Augusta. Bates College will use the station as a non-commercial etv.

Rollins registers stock with SEC

Rollins Broadcasting Inc., multiple station owner, last week filed a statement with the Securities & Exchange Commission to register 110,000 shares of common stock, part of the proceeds to be used for further expansion. The Wilmington, Del., corporation owns and operates six am stations and two vhf tv outlets, with an application pending at the FCC to purchase WCHS-AM-TV Charleston, W.Va., for $2,598,000.

The statement shows that in the year ending April 30, 1960, Rollins' radio revenues reached $2,516,575; tv revenues were $1,244,436 for net earnings of $780,649 or 96 cents per share. This compares with 1959's figures of radio revenues of $2,121,149; tv revenues of $552,074 and net earnings of $286,610 or 34 cents per share. The 1960 tv figure was boosted by acquisition of WPTZ-TV Plattsburgh, N.Y.-Burlington, Vt., and earnings per share that year were affected by property sale, but the rise in profits is still substantial.

O. Wayne Rollins is president, treasurer and a director of the corporation and owns 70.6% of the outstanding stock. He was the only officer or director who received remuneration of more than $30,000 during the 1960 fiscal year, according to the statement. His salary was $117,157. Henry B. Tippie is vice president and a director; Madalyn P. Copley is vice president and secretary and John W. Rollins, brother of O. Wayne Rollins, is a director and owns the remaining 29.4% of outstanding stock.

The statement breaks down the businesses the stations bring in from local, national spot and network advertising:

	Tv	Radio	Combined
Local	53.4%	74.7%	67.8%
National spot	29.0	25.3	26.4
Network	17.6	—	5.8

Rollins' radio stations have no network affiliation.

Of the 110,000 shares of stock being offered, 75,000 are for the account of the company and 35,000 are outstanding shares now held by John Rollins. F. Eberstadt & Co., New York is

STATIONS FOR SALE

NORTHEAST

Eastern daytimer doing $100,000.00 will sell for $140,000.00. 29% down, 5 years pay-out, much less for cash.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Midwestern fulltime station in medium sized market. This station had a 33% cash flow in 1959 and will equal that in 1960. The price is $150,000.00 with 29% down. Terms available. This market is extremely rich and offers good potential.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2743
RICHARD A. SHAHEEN

SOUTHWEST

One-kilowatt fulltimer in single station market. $40,000 net quick assets and $50,000 in real estate. Beautiful building, fully equipped. $215,000.00, $100,000.00 down, 6 years to pay. This station is operating at a substantial profit with 70% of its business on annual contracts.

250-watt fulltimer, single station in rich West Texas market, owns valuable land at transmitter site. $125,000 with 29% down and five years at 6%. This station has a long history as a good money maker.

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

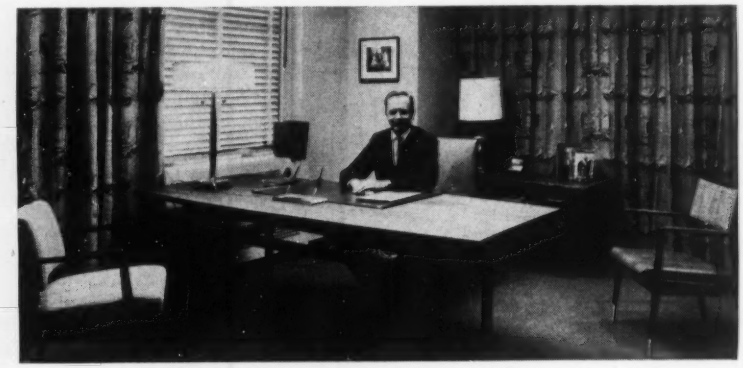
Daytime-only California radio station in city over 20,000 population. Grossing $5,000 monthly and breaking even under absentee ownership. $75,000.00 totally with $10,00.00 down and easy terms. Excellent investment for owner-operator.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

JANET PARNELL

TvB receptionist



TvB PRESIDENT PETE CASH

NEW SHOWCASE FOR TV

Television Bureau of Advertising has moved into its third home in six years—6,600 square feet of New York skyscraper space at One Rockefeller Plaza. The move, begun July 15 and completed last week, gives TvB double the space it occupied before at 444 Madison Ave., and gives the industry a new place to show its stuff.

Chief among the new facilities at the TvB headquarters is a television tape room, which when completed (in about six weeks) will house a

listed as the principal underwriter.

Rollins Broadcasting Inc. and its wholly owned subsidiaries operate: WJWL Georgetown; WAMS Wilmington, both Delaware; WPTZ-TV; WEAR-TV Pensacola, Fla.-Mobile, Ala.; WGEE Indianapolis; WNJR Newark-New York; WRAP Norfolk, Va. and WBEE Harvey (Chicago), Ill. The three last-named stations feature 100% Negro programming. In addition to the pending application for WCHS-AM-TV, Rollins is one of the applicants for ch. 12 Wilmington.

CBS' NEW ADDRESS
It will be Ave. of the Americas in 1964

CBS' years-long search for new headquarters is over. It will be in its own new building by the spring of 1964.

That's the corporate plan outlined last week by President Frank Stanton, who announced the purchase of a mid-Manhattan site for a skyscraper headquarters building yet to be designed.

The site is almost an acre on the east side of New York's Ave. of the Americas between 52nd and 53rd streets. The land reportedly cost about $7 million.

Dr. Stanton said the building would be designed by Eero Saarinen & Assoc., a noted architect with a reputation for originality. It will be Saarinen's first skyscraper in a series of projects which has included the General Motors Technical Center, the U.S. Embassy buildings in Oslo and London, Kresge Auditorium at Massachusetts Institute of Technology, Dulles International Airport in Washington, and new research facilities for International Business Machines and Bell Labs.

The height and form of the building will be determined by several factors including changes currently being made in the New York zoning code and the exact space requirements of CBS. In the meantime Clarence H. Hopper, CBS vice president in charge of facilities, said the cost of the structure could not be estimated. But he emphasized that it would be "a prestige building, not a bulk building."

Mr. Hopper said all New York activities of CBS except television and radio studios and production facilities would be housed in the new building. These include offices of CBS Inc., CBS-TV Network Div., CBS-TV Stations Div., CBS Radio, CBS International, CBS News, Columbia Records and the New York offices of the Columbia Phonograph division of CBS Electronics, which has headquarters in Danvers, Mass. Headquarters of CBS Labs will remain at Stamford, Conn.

The new site is two blocks west of the current CBS building at 485 Madison Ave., where the executive offices have been housed since 1929, and two blocks north of NBC's headquarters in the RCA Bldg.

In a memo to CBS personnel Dr. Stanton noted that CBS has been "cramped for elbow room" both at 485 Madison and in its other New York locations "because of the four-fold expansion of our business during the last 10 years." He said CBS wants a building of "character and distinction" and that the new structure would be "an imaginative and functional expression of CBS' special nature—immersed, as it is, in art and science, communication and entertainment."

Educators planning own radio network

Managers of educational radio stations last week were mapping plans for live networks in their own states and regions before launching an interconnected national network.

A major ingredient of such a live network is news commentary and analysis, to supplement educational, cultural, informational and entertainment features, participants concluded at U. of Wisconsin seminar in Madison July 17-21. The meeting was conducted under auspices of the National Assn. of Educational Broadcasters for some 50 noncommercial station managers. Purpose of the seminar was to discuss the possibility of creating a live radio network. An NAEB committee has been set up to study legal and engineering factors.

Today's tv and radio news coverage is inadequate, particularly that involving the Congo crisis in Africa the meeting was told by Hartford N. Gunn Jr., general manager of WGHB Boston. He called for a new communications system to improve news coverage. Mr.

VICE PRESIDENT GEORGE HUNTINGTON

CONFERENCE ROOM

Can be divided into two rooms

$90,000 RCA color video tape installation. It will be available for member's use in screening hometown programs and commercials to New York admen, as well as for TvB's own salesmen in making sales presentations to advertisers and agencies. A closed circuit system will pipe the signals to four color receivers located in various points in the offices.

Also new to TvB is a 13x28 ft. conference room, a film library and projection room, a 500-slide light box for ready reference to TvB slide material, a Cellomatic projector and a "Central Telegence" system coordinating all data on advertisers and product categories in one location for easy reference.

Gunn noted that no American network maintains a regular correspondent in Africa and claimed that in a recent network broadcast, a BBC correspondent's report from the Congo was limited to 30 seconds of air time.

Meanwhile, NAEB has asked the National School Boards Assn. to endorse a project to determine education's needs for electronic frequency spectrum space. The project was undertaken by NAEB at the request of FCC Chairman Frederick W. Ford. NSBA's executive committee expressed "extreme concern" over educational spectrum needs at a recent meeting. Harold E.M. Hill, NAEB's administrative vice president cited "pressures" on the FCC for space allocations and asserted they raise a "real threat" to educational broadcasting. NAEB plans to conduct a nation-wide survey to supply the FCC with the "necessary statistics." Jansky & Bailey, Washington engineering consultants retained by NAEB, will help with the study.

Rep appointments

■ WGUS Augusta, Ga.; WRFB Tallahassee, Fla.; WHIY Orlando, Fla.; WYAM Birmingham, Ala.; WSHE Raleigh, N.C.; WAXU Lexington, Ky., and KJOE Shreveport, La. (All but KJOE program country and western music exclusively): Charles Bernard Co., N.Y.

■ KRKO Everett, KMO Tacoma and KOL Seattle, all Washington: H-R Representatives, N.Y.

Media reports

No action ■ KOMY Watsonville has settled its $100,000 damage suit against KDON Salinas, both California, out of court. The suit charged false advertising, trade libel and misuse of a Western Union survey.

Why? ■ An editorial broadcast by WCBS New York last week, exposing the reportedly forced and unwarranted committal of a sane woman to a New Jersey state mental institution for four years, has prompted an investigation of the matter by the Hudson County (N.J.) prosecutor's office. The case involves Mrs. Mae Dean, a registered nurse, who suffered a severe attack of asthma in 1956 and was sent to the Hudson County Hospital for Mental Diseases. A year later WCBS said, she was examined and judged sane but was not released from the institution until last week. WCBS' editorial asked "why?"

Stein scholarship ■ Balaban Stations group has authorized the U. of Missouri School of Journalism to establish a $250 annual radio journalism scholarship in the name of the late Albert E. Stine of the Associated Press. Mr. Stine, AP special membership executive, died in Kansas City July 20 (BROADCASTING, July 25). "The Albert E. Stine Radio Journalism Scholarship" will be presented each April to the university's outstanding radio journalism student.

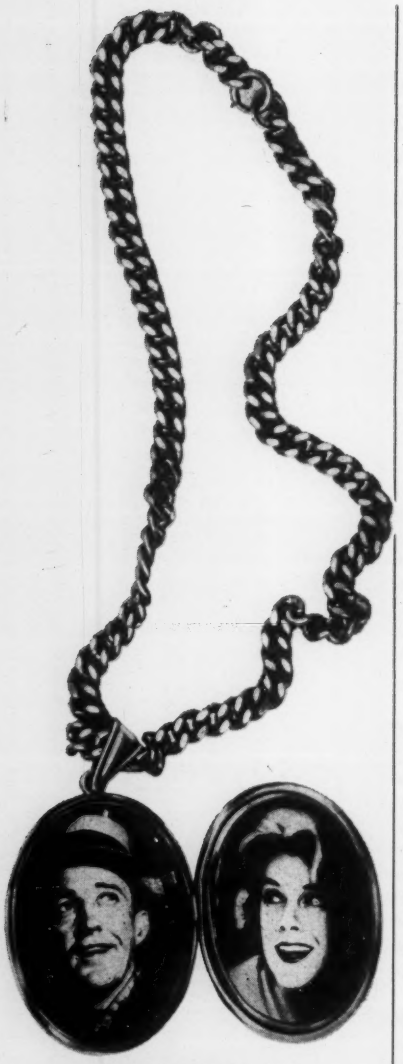
Construction began ■ Construction work has begun on the new WCRM Clare, Mich. Station will operate on 990 kc with 250 w and is owned by Richard E. Hunt and Norbert C. Poeppelman, who also own WCBY Cheboygan, Mich.

WCRM programming will consist of music, news, public service, sports and general programs of an educational and informational nature. Its studios, transmitter and sales offices will be on U.S. 27, one mile south of Clare.

Moving day ■ Harry Maizlish, owner of KRHM(FM) Los Angeles and head of V.I.P Productions, has moved his personal offices to the Union Bank Center, Wilshire at Beverly, Beverly Hills, Calif. Telephone is Bradshaw 2-8641.

Copyright suit ■ Chappell & Co., music publisher, N.Y., has filed suit for copyright infringement against James E. Jaeger, owner of KAGR Yuba City, Calif., charging that the songs "Ev'ry Time We Say Goodbye" and "The Lady Is a Tramp" were performed by the station without authorization. The plaintiff, a member of the American Society of Composers, Authors and Publishers, seeks damages of $250 for each unauthorized performance, together with court costs and attorneys' fees.

Ends bottleneck ■ The "Skyway Patrol" plane of WFYI Garden City, Long Island, takes credit for the elimination of at least one source of traffic



CROSBY & CLOONEY

When Bing and Rosemary signed for their weekday program, Variety wrote: "CBS Radio Still Makes Like Show Biz." It's this network's tradition, of course. One that attracts audience... sells for sponsors. Here, Bing and Rosemary join personalities like Arthur Godfrey, Art Linkletter and Garry Moore to offer personal salesmanship unequalled elsewhere. In all radio, this is the kind of company you keep...

ONLY ON CBS RADIO

jams during the commuter rush hours on Long Island highways. After the plane spotted highway workmen repainting the white lines on one highway, causing traffic to back up, Wallace Dunlap, WFYI station manager, brought it to the attention of state highway headquarters in Albany. A wired reply from the Dept. of Public Works expressed apologies and assurance that future line-painting work would be restricted to non-rush hours.

WOR mediates ■ WOR New York's news department was credited last week with serving as a mediator in a labor dispute involving the New York Sanitation Dept. and the City of New York. Approximately 10,000 members of the Sanitation Dept. participated in a work stoppage. When Sanitation Commissioner Paul Screvane and Sanitary Workers' Union head John De Loury told separate WOR interviewers that they would waive protocol and agree to a meeting, station news officials took them at their word. A meeting was arranged and the first step toward solving the dispute was taken.

Montana scholarships ■ Montana State U. has announced the recipients of its annual radio-tv scholarships. The awards are made from a grant by the Montana Broadcasters Assn. Recipients of this year's awards are Richard L. Maney of Butte, a part-time employe of KOPR Butte, and Robert W. Ranstrom, Missoula, who has been active in the operation of his high school's wired-radio station KONA.

Operatic talent search ■ WGN Chicago is joining hands with the Illinois Opera Guild on a third annual search for outstanding new operatic talent. Performers will appear on a 13-week *Opera Guild Auditions of the Air* series starting Nov. 20 and receive prizes. First-place winner will be presented with a $1,000 award and second-ranking a $500 prize.

Ford announces new educational tv grants

The Ford Foundation, New York, today (Aug. 1) announced a new series of grants to elementary and secondary schools and to colleges and universities for the development of instruction by television. The list of grants include: U. of Connecticut, $34,550; Mohawk-Hudson Council on Educational Television, $33,550; Tri-County College, $18,000; Clover Park School, Tacoma, Wash., $1,950; Pacific Lutheran College, $3,000; Twin City Area Educational Television Corp., $23,500; U. of Akron, $55,640; Central Michigan U., $75,366; U. of Detroit, $24,800; U. of Houston, $22,000; National College of Education, $15,682; U. of New Hampshire, $51,666; U. of New Mexico, $41,400, and U. of Missouri, $90,000. An appropriation of $776,000 was granted to continue support for two experiments in classroom teaching tv: the National Program in the Use of Television in the Public Schools, and the Washington County, Maryland, closed-circuit tv program. Two grants for school systems participating in the first experiment were made from a previous appropriation. The grants are: Florida West Coast Educational Television Inc., $19,760; Dade County (Fla.) Board of Public Instruction, $38,760. The Clover Park Schools in Tacoma, Wash., also received a grant of $96,000 to assist six tv courses.

Off to Europe

Ollie Treyz, ABC-TV president, left Chicago Wednesday for a month-long trip to Europe. A combination business-vacation, Mr. Treyz was to complete arrangements for the new Winston Churchill memoirs series to begin in November. Also on the agenda for negotiation is a biblical special (in two one-hour segments) produced by Bill Goetz, son-in-law of Louis B. Mayer, to be scheduled this fall. A two-part program, titled *David the Boy* and *David the Man*, stars Jeff Chandler, and has a basic cost of $600,000. If they go well, Mr. Treyz said, contract will be entered for additional segments. On location shooting in Israel has been completed, with interiors being done in London. The specials have not yet been offered to advertisers, but Mr. Treyz said he anticipated no difficulty in producing sponsorship.

NCAA tv slate set

The 1960 National Collegiate Athletic Assn. football telecast schedule was released last week by Thomas W. Moore, vice president in charge of ABC-TV, which will carry the games this fall. The schedule consists of 13 dates, covering nine national and four regional telecasts.

National contests are: Georgia at Alabama, Sept. 17; Michigan State at Pittsburgh, Sept. 24; Syracuse at Kansas, Oct. 1; Washington at Stanford, Oct. 8; Notre Dame at Northwestern, Oct. 22; Ohio State at Iowa, Nov. 12; Texas A&M at Texas, Nov. 24; Army at Navy, Nov. 26 and Duke at UCLA, Dec. 3. The games will be sponsored by the Gillette Safety Razor Co., Humble Oil & Refining Co. and the Liggett & Myers Tobacco Co.

The regional slate will be announced at a later date.

Color tv stations cover 98% of U.S.

Number of tv stations equipped to carry network color cover nearly 98% of the U.S. tv homes, according to a new RCA-NBC survey. Of the country's 520 tv stations, 367 are equipped to rebroadcast network color, the survey reported. Number of color-equipped stations was determined on the basis of equipment installed and in operating condition, Charles M. Kinsolving, NBC plans department manager, said. There are additional outlets to which color equipment has been sold or actually delivered.

Status report revealed 104 stations, almost one-quarter of the nation's total, are equipped to originate local color in some form (live, film or slides). Breakdown of stations by networks shows 170 NBC affiliates and satellites can rebroadcast network color, compared to 152 for CBS and 132 for ABC, the survey found. Report itemizes color status of each station by network affiliation.

3M sales, profits up

Minnesota Mining & Manufacturing Co., St. Paul, Minn., reports second quarter sales and earnings are both up from the same period a year ago. Second quarter sales totalled $134,343,955, with earnings of $16,148,091, or 32 cents per share of common stock. In the same period in 1959, sales were $122,186,325, with earnings of $15,640,554, or 31 cents per share. For the six months ending June 30, 3M's sales totalled $263,013,173, compared with $237,358,645 in the first half of 1959. Consolidated net income for 1960's first half was $32,366,002, or 63 cents per share compared with $29,597,074, or 58 cents per share in the same period last year. All 1959 figures have been restated to reflect the 3-for-1 stock split of May 1960 and to include 3M foreign operations, which, except for Canadian and export, were not included in prior years, the company announced.

Sub earth waves

Successful transmission of radio waves through the earth was announced last week.

The project, by Developmental Engineering Corp., consisted of sending a teletyperwriter message from one mine to another in New Mexico. Both mines were 1,000 ft. deep and were 4½ miles apart. Developmental Engineering Corp. is headed by Lester H. Carr, one time radio consulting engineer in Washington. The transmitter used 200 w. Success was attributed to the electrical properties of a strata of sodium chloride and the low noise levels deep inside the earth. The system has been given the name of "Lithocom."

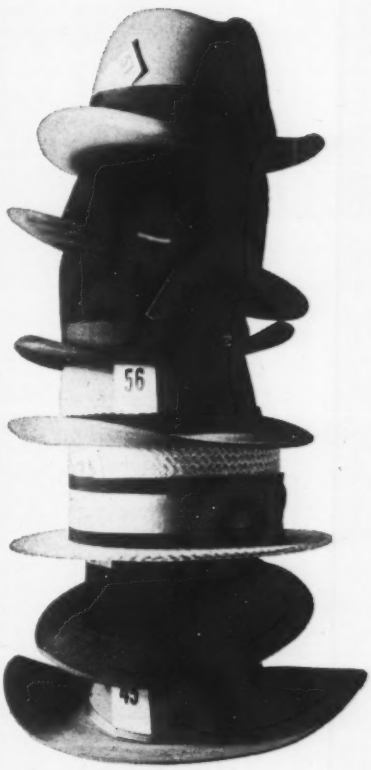
■ Technical topics

New field ■ RCA has entered the electroluminescent lighting field. D. Y. Smith, vice president and general manager, RCA Electron Tube Div., said that RCA's work with phosphors for color television proved valuable in the development of light-emitting panels for consumer, industrial and military uses. The panels, to be merchandised under the name "Panelray," will be offered to equipment manufacturers in green, blue, yellow, orange, and white. Full scale manufacturing will begin in early fall.

More recorders ■ Ampex Professional Products Co. has announced the delivery of 23 more Videotape tv recorders to broadcasters and production companies. This brings the total of the Ampex recorders in use throughout the world to 653. Latest additions to the list include WAST-TV Albany, N.Y.; KOMU (TV) Columbia, Mo.; KTLA (TV) Los Angeles; WWRL (TV) Columbus, Ga.; WTVJ (TV) Miami (2 recorders), and others. The Stratovision Project, Purdue U., received four of the machines while four others went to Sports Network in New York City and one machine each went to Educational Tv, Atlanta, and the U. of Georgia, Athens.

New pacts ■ Mobile Video Tapes Inc., L.A., has announced signing five contracts for its mobile recording units. The orders came from KHJ-TV and KTLA-TV, both Los Angeles, NBC and CBC. The network orders were to tape portions of the Democratic convention. In addition, the company said, it has been retained to tape the *Medicine 60* series which reaches 43 markets.

New line ■ Collins Radio Co., Dallas, has a new series of microwave radio equipment operating in the 11,000-15,000 mc range. The company announced that the new system, MW-601, will provide terminal circuits for lower frequency systems entering congested areas and will open new frequencies for present licensees and others who do not



CAPITOL CLOAKROOM

Radio's oldest continuous public affairs series traces our legislative process. It was awarded a Freedoms Foundation Medal for creating "a better understanding of great fundamental American tradition." Listeners hear Presidents, Senators, Congressmen—those who help to make the law. In all radio, Capitol Cloakroom is the kind of company you keep . . .

ONLY ON CBS RADIO

presently have microwave radio systems. The equipment features a temperature control chamber for the klystron which uses no electrical power for temperature regulation. A spring-operated mechanical device automatically controls chamber temperature with the klystron used as a heat source. For further details write P.O. Box 1891, Dallas 21.

Handy ■ General Electric offers a new portable two-way radio which some broadcasters are using to cover special events. The transistorized radios can be easily recharged from automobile cigarette lighters or electrical outlets and can be operated in the 25-54 mc and 144-174 mc frequencies. They will run two days without any battery charging.

Name changed ■ CECO Inc. antenna division has been renamed Decibel Products Inc. The new Dallas company will continue the antenna product line of CECO with emphasis upon a complete line of antennas for mobile two-way communications.

Move completed ■ General Electric Co.'s Radio Receiver Dept. headquarters have been moved from Bridgeport, Conn. to Utica, N.Y. The manufacturing facilities of the department have been in the latter city for several years, the company undertook the move in stages. Headquarters are now located at 1001 Broad St., Utica.

Versatile camera ■ Mitchell Camera Corp. has introduced the new R-35 professional lightweight 35mm cine reflex camera. It can be used on a tripod or hand-held for theatrical or tv productions, underwater photography, high speed instrumentation and both animation and stop motion filming. A blimp is available for use with sound. The R-35 is equipped with dual shutters which facilitate fades and dissolves. Zoom and anamorphic lenses may be used. Further information is available from Mitchell Camera Corp., 666 W. Harvard St., Glendale 4, Calif.

GOVERNMENT

FCC LEGALIZES VHF BOOSTERS

Off-the-air relay authorized after 6 year battle aided by boosters on Capitol Hill

The FCC last week bowed to the inevitable—Congress. Vhf boosters were authorized to pick up and retransmit tv signals from distant stations to hamlets and isolated communities.

The six-year-long fight of thousands of isolated Americans aching for tv—and intrepid enough to improvise an off-the-air relay service was aided and abetted by powerful voices in the halls of Congress.

The FCC announced last week that beginning Sept. 6 it would start processing applications for the new service—1 w vhf boosters.

All commissioners, except newly appointed Commissioner Charles H. King, voted for the action. Commissioner Robert E. Lee concurred in part.

Only requirements for the vhf boosters, the commission announced was the power limitation, provision for on-off control and an automatic cut-off device.

The vhf repeaters must protect reception of tv stations, the commission ordered. It also said that interference problems among licensees of these devices must be resolved by the licensees themselves.

With last week's action, the FCC now permits three distinct types of television relays. These are the so-called vhf translators, the uhf translators, and uhf boosters. The last are to fill in shadow areas in Grade A uhf service areas.

Uhf translators were established four years ago as the answer to the growing operation of unauthorized vhf boosters. They provide that a vhf tv signal may be picked up and retransmitted on a uhf channel. Booster operators objected that these devices would cost too much.

Twice the FCC denied requests for the establishment of a vhf repeater service. Twice the commission reopened the subject following strong and vehement congressional pressures.

Began in Northwest ■ The on-channel repeater service sprang up in the Pacific Northwest early in 1954 when tv-hungry residents of the Chelan Valley area of Washington improvised a repeater to bring Spokane programs to their area. Residents chipped in to raise the costs.

Discovery of the operation by FCC field monitors resulted in the first one, near Bridgeport, Wash., being padlocked. The padlocks were broken and the device put back on the air. With the growth of this type of booster, the commission finally brought suit against the Bridgeport operators. The court found the FCC had jurisdiction, but failed to find the operators guilty. This followed a public hearing in which the commission's examiner ruled that the devices were not illegal.

The commission feared, it explained, that unregulated vhf repeaters might cause interference to tv reception and to other services.

In its announcement last week the FCC said that the requirement that a licensed engineer be on hand at broadcast stations could be waived. This resulted from the passage by Congress and the President's signing of S-1886.

Congress also passed, and the President signed, an amendment of the Communications Act which gave the FCC authority to waive the provision forbidding the FCC from granting a license to anyone who builds a station before a permit is granted.

This permits "grandfathering in" the existing vhf repeaters it was explained.

As with uhf translators, the FCC stated, low-power vhf translators cannot retransmit tv signals on the same channel on which it receives the incoming signal. It must "translate" the signal to another channel, in the vhf in this case.

Other directives require call letters for each vhf repeater and permission of stations whose programs are to be retransmitted.

Use Uhf for Higher Power ■ In response to requests that power higher than 1 w be permitted, the commission said that higher powers are possible (up to 100 w) by using uhf translators.

Applications for new translators, the commission said, will not be processed until the Sept. 6 effective date, and should be made out on FCC Form 346, now being used for uhf translators.

Existing tv boosters which were con-

His first nay

Newly-appointed FCC Commissioner Charles H. King gave his muscles a noticeable flex last week as he dissented in two fm grants. In both instances, the newest member of the commission dissented in regards to FCC procedure and not to the relative merits of the grants themselves.

What Commissioner King objected to was the paper work and time involved in considering uncontested initial decisions. In the cases in question, the commission made effective on July 27 initial decisions which would, under the normal procedure of law, become effective without action on July 29. It was Commissioner King's contention that there was little or no need to give the cases further consideration since they were wholly uncontested.

WHAT PRICE PROSPERITY?

The greatest prosperity this country has ever known depends on our knowing—and acting upon—these facts:

- Foreign competition has already invaded American industry to the danger point. As a result of this alarming loss of sales to foreign manufacturing, hundreds of American companies are moving their manufacturing abroad—in order to survive!
- The largest cost in American production today is labor. American wage levels have ballooned production costs sky-high in comparison with foreign costs. Wage increases that force selling prices above competing materials, also can create unemployment within an industry by inroads of these competing materials. This is what happened in the coal industry where ever-rising prices invited competition from other fuels.
- Cutting production costs must come through the ingenuity of American management. Productivity must be increased. Products must be constantly improved. Inflation must be controlled. Waste of manpower must be eliminated. All are basic ways production costs can be cut, to help bring American industry into a competitive price area with foreign imports.

The most vital need facing Americans today is to learn the economic truths about ourselves. We must know exactly what we will have to pay for sound prosperity. And we must act upon these facts.

If we don't, we will be committing slow economic suicide.

REPUBLIC STEEL

CLEVELAND 1, OHIO

Republic Steel helps create sound prosperity with modern steel products

One way to increase purchasing power is by producing better quality goods with fewer man-hours per product. Republic Steel has some of the most modern, highly productive machinery for turning wire into bolts, nuts, and rivets—15 million pieces a day.

Republic is also one of the largest manufacturers of barbed wire and woven wire fence for farm use. Additionally, miles and miles of wire are sold to specialty manufacturers who convert it into a variety of articles, such as screws, springs for mattresses and automobile seats, supermarket push carts, and display racks.

Commissioners' hiatus plans: work & play

With the FCC taking a three-week break beginning today (August 1), its seven weary commissioners have scattered to the four winds. Original plans called for an August 1 meeting and a return date of Sept. 7, but that has been cancelled in favor of an August 31 meeting date.

All the commissioners plan to do some travelling, with some hardy souls planning to mix in a little work along the way.

FCC Chairman Fred Ford will squeeze in a trip to visit his in-laws in Blackstone, Mass., between testifying Aug. 10 at the Senate Commerce Committee payola legislation hearing and delivering a speech at the West Virginia Bar Assn. meeting at White Sulphur Springs on Sept. 2.

Commissioner Robert Bartley issued a statement about his vacation: "I am going to get out of Washington by automobile, but not away from communications. I have made plans to observe the tests of fm stereophonic systems, community antennas, uhf translators, vhf boosters, observe the operations of Forest Products' radio, visit our newest monitoring station, observe the St. Lawrence Seaway radio operations and Canadian marine inspection procedures, visit international telegraph station, see how bridge-to-bridge ship experiment is progressing, all of this in the northeastern part of the U.S., listen to as many radio stations as I can, watch very few repeat tv shows, and read the minimum amount I can get by on."

Commissioner Charles King who is getting a respite from a hectic first week on the job, has gone back to Detroit to wind up his affairs at the Detroit U. Law School from which he is on leave. Mr. King returns to Washington for the American Bar Assn. convention on Aug. 28.

Commissioner T.A.M. Craven is resting and relaxing at Laconia, N.H. This is a favorite spot of the commissioner and his family "with plenty of pine trees, lots of sun and good fishing."

Commissioner John Cross is heading home to Eureka Springs, Ark., where he owns the Cross Motel. During vacation periods, the commissioner likes to do odd jobs around the motel which is generally packed with Ozark tourists this time of year.

Commissioner Rosel Hyde is en route to Idaho, his home state, to visit family and friends.

Commissioner Robert E. Lee, a staunch Republican, is heading toward "Eisenhower country." The commissioner will attend a communications seminar on civil defense at Gettysburg, Pa., on Aug. 3-5.

structed prior to July 7, must apply for temporary authorization to continue operations pending compliance with new translator requirements, the FCC said.

The commission underscored the fact that it was aware of the time requirements needed by "these unauthorized repeaters" to "arrange for this transition" and said it was giving them until Oct. 31 to furnish "minimal information on a special application form being prepared for that purpose." These interim authorizations will expire Oct. 31 for stations which have operated on or before July 7. All steps needed to comply with the new translator rules must be completed by Oct. 31, according to the FCC announcement.

Owners of existing repeaters were given until Feb. 1 to apply for modification of existing equipment or for construction of a new station to meet the new commission rules.

Examiner ignored Act, tv applicant claims

Livesay Broadcasting Co., trying to get the facility of an existing station in Terre Haute, Ind., for itself by contesting its license renewal, told the FCC that it lost the initial decision when the examiner chose to repudiate the Communications Act.

Livesay, which lost the initial decision of Hearing Examiner Herbert Sharfman to existing station WTHI-TV (ch. 10), said that the decision was based on the opinion that an existing licensee "had acquired vested rights . . . and guaranteed status in the facility involved."

The applicant maintained that Mr. Sharfman's point of view seemed to be that "no mere applicant" could displace an existing station at renewal time. This notion, Livesay maintained, is contrary to the Communications Act.

Livesay is owned by J.R. Livesay, who is principal owner of WLBH-AM-FM Mattoon, Ill.

Tv applications set for hearing

Applications for ch. 3 in Salem, Ore., and ch. 12 in Wilmington, Del., were designated for consolidated hearing by the FCC last week.

For the Salem facility, the applications of Oregon Television Inc. and Willamette-Land Tv were set for hearing. Oregon Tv Inc. is owned by George Harrarty and is licensee of KPTV (TV) Portland. Willamette-Land Tv is 31% owned by W. Gordon Allen who has interests in KGAL Albany-Lebanon, Ore., and KGAY Salem.

In related action, the commission denied an Oregon Tv Inc. request to modify the license of its Portland tv station to eliminate an overlap between that station and the proposed station for Salem.

For Wilmington, Del., the applications of five firms were designated for hearing: Rollins Broadcasting Inc., Wilmington Tv Co., WHYY Inc., Metropolitan Broadcasting Corp., and National Telefilm Assoc. Inc. Rollins, owned 66⅔% by Wayne Rollins, owns WPTZ (TV) Plattsburgh, N.Y.; WEAR-TV Pensacola, Fla., and operates several am stations. Wilmington Tv Co. is 50% owned by George T. Hernreich, who owns KFPW Fort Smith, Ark., and 27½% owned by Richard Goodman, who has interest in WOPA-AM-TV Oak Park, Ill.

WHYY Inc., another applicant for Wilmington's ch. 12, is the licensee of WHYY-TV Philadelphia, a non-commercial etv station. Metropolitan Broadcasting, headed by President John W. Kluge, owns WNEW-AM-TV New York, WTTG (TV) Washington, D.C., and WTVH (TV) Peoria, Ill., in addition to several other am stations. National Telefilm is 90% owned by National Theatres Inc., John Bertero, president. National Theatres owns WDAF-AM-TV Kansas City, Mo., and holds 90% interest in WNTA-AM-FM-TV Newark, N.J. and KMSP-TV Minneapolis.

Possible violators of Sec. 317 revealed

The identity of stations possibly involved in violations of Sec. 317 of the Communications Act (sponsorship identification) is slowly becoming known.

As the FCC deals daily with some of the 600 applications now being held up because of such possible violations, conditioned grants and license renewals indicate which stations may be involved.

Grants to these stations are general-

ly prefaced with the remarks, "granted . . . without prejudice to whatever action the commission may deem appropriate in light of any information developed in the pending inquiry concerning compliance with Sec. 317 of the Communication Act."

Latest stations to receive this preface to grant for license renewals are WAMO Homestead, WAZL-AM-FM Hazelton, WHLM-AM-FM Bloomburg, WCAE and WTAE (TV) Pittsburgh, WHGB Harrisburg, WJET Erie, WTIV Titusville, WLAN-FM Lancaster, WPEN-AM-FM Philadelphia, all Pennsylvania, Also WMCA New York and WCTC-AM-FM New Brunswick, N.J.

In its grants to such stations, the Broadcast Bureau of the commission also uses the Sec. 317 preface. Stations so noted last week were KSAN San Francisco, KDAY Santa Monica, both California, and WJOB Hammond, Ind.

File proposed findings on Miami ch. 7 case

Protesting against a stiff FCC general counsel document which called for their disqualification because of *ex parte* contacts, three of the four original applicants for Miami ch. 7 again maintained their innocence in any off-the-record representations made in their behalf.

The proposed findings of the applicants were filed with the FCC last week following a rehearing last June in Philadelphia before Hearing Examiner Horace Stern. The case was returned to the commission by the courts because of *ex parte* contacts made on behalf of the applicants for ch. 7.

The FCC general counsel's proposed findings asked that a January 1956 FCC grant to Biscayne TV Corp. (WCKT [TV]) be set aside and found only Sunbeam TV Corp. guiltless of any *ex parte* representations (BROADCASTING, July 25).

Biscayne told the commission last week that "there is no evidence . . . upon this record that Biscayne made any entreaty, presentation or inducement outside the record to any commissioner . . ." It said that activities attributed to the company "were minimal in nature and manifestly no basis for disqualification."

Biscayne said that although certain of its principals did meet with members of the FCC, "the merits of their applications were never discussed." Ben Fuqua, a close friend of former FCC Commissioner Richard Mack and Biscayne emissary, asked for no favoritism and received none although he did seek "out-of-court expressions of opinion." The general counsel's findings said that Mr. Mack made no effort to cut off communications with Mr. Fuqua and that the former commissioner "considered them."

No Influence ■ East Coast Television Corp. said that it did not attempt to influence any member of the FCC and that "no member of the commission should have disqualified himself because of anything done by anyone connected in any way with East Coast." The employment of Miles Draper (who was charged by the general counsel as having written several *ex parte* letters to Mr. Mack) was not made by East Coast which had no contact with him, the company stated. Mr. Draper was hired by East Coast's Washington attorney Arthur W. Scharfeld to "cause the citizens of the Miami area to urge congressmen and senators to enact legislation affirming . . . the commission's principle of the diversification of the media of mass communications," the basis on which East Coast was fighting the Biscayne grant. Mr. Scharfeld had no knowledge of Mr. Draper's *ex parte* contacts until the "1958 revelations" of the House oversight subcommittee, East Coast affirmed.

South Florida Television Corp., whose principals Jack C. Stein and Leo Adeeb drew general counsel's fire for seeking out Thurman Whiteside and Perrine Palmer as friends of Mr. Mack, also denied responsibility for any *ex parte* contacts which were made. South Florida said that Mr. Whiteside "may have talked" to Commissioner Mack but solely for the purpose of "obtaining information on irregular pressures being placed on commissioners by South Florida's opponents . . ." If, South Florida asserted, Mr. Palmer spoke with Commissioner Mack, although it suggested the record is not clear he had actually done so, he was not requested to hold such discussions by the applicant. "He took such actions purely on his own," South Florida insisted.

Sunbeam, which came through the hearing with a clean record, supported the general counsel's conclusions and called for the absolute disqualification of the three other applicants.

Biscayne principals Niles Trammell and James Cox were hit hard in the Sunbeam findings. The record shows that both made "frequent and repeated visits to commissioners" to attempt to advance Biscayne's cause and that the general counsel's findings do not take a strong enough position on their activities, Sunbeam said.

4 translators granted

Grants for four more tv translator stations have been made by the FCC.

Programs of KBTV (TV) Denver, Colo., will be repeated by a new trans-

In Roanoke in '60 the Selling Signal is SEVEN . . .

Roanoke is an ideal test market. Isolated from competing markets. Diversified industry. Self-contained economy. Large population. Many distribution outlets.

Put Roanoke on your schedule, and don't fumble the ball when buying television. Specify WDBJ-TV . . . serving over 400,000 TV homes of Virginia, N. Carolina and W. Va. in counties having a population of nearly 2,000,000.

Sell like sixty on seven. We'll help you to cross those sales goal lines.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia

West request

A trip to Pasadena, Calif., was requested by the FCC Broadcast Bureau last week to hold the license renewal hearing of KRLA of that city "on location."

The bureau told the commission that it will "be very likely" that several witnesses residing in the Pasadena area will be called and that as the hearing progresses it will be necessary to have "available records which at the present time cannot be specified."

The commission has designated KRLA's renewal for hearing because of past programming, contests and promotions (BROADCASTING, July 4).

lator on ch. 75. The grant was made to People's Tv Inc., Leadville, Colo.

Mt. Marston Tv Assn., Trego, Mont., will operate a translator on ch. 70 to serve Trego, Fortine and Stryker, all Montana, by repeating programs of KHQ-TV Spokane, Wash.

Two translator grants were made to J. R. Karban, Rhinelander, Wis., to operate on channels 71 and 76. The ch. 71 station will repeat programs of WFRV (TV) Green Bay, Wis., and the ch. 76 facility will translate television programs of WSAU-TV Wausau, Wis.

FTC makes 102nd payola complaint

The Federal Trade Commission has issued four more payola complaints, charging that the following record companies made under-the-counter payments to radio-tv disc jockeys and other station personnel to have their records played over the air: Dot Records Inc., Hollywood; John Kay Distributing Co. and Cadet Distributing Co., both Detroit; and Prestige Records Inc., Bergenfield, N.J. This marks 102 such complaints issued since the FTC began its campaign last fall.

Meanwhile Capitol Records Distributing Corp., Hollywood, expressed "surprise and shock" at the FTC's payola complaint, issued two weeks ago (BROADCASTING, July 25). Glenn E. Wallichs and John K. Maitland, chairman and president respectively, said the FTC complaint names no names, no dates, no cities, nor does it state what form the alleged payola took. "We have always taken great pride in the integrity of our operation," these officials said. "As a matter of company policy, we have not and do not indulge in the practice of 'payola'. . ."

A STRING ON JERROLD DEALS

Catv acquisitions must be court approved

A federal judge last week found Jerrold Electronics Corp., Philadelphia manufacturer of community television equipment, partially guilty of antitrust violations. Most of the company's practices between 1951 and 1954 were upheld as "not unreasonable" in the early days of the community antenna business.

U.S. District Court Judge Francis L. Van Dusen issued two principal injunctions, meeting in part the government's requests. These forbid Jerrold from insisting on a "veto" clause on other equipment in its sales contracts, and also prohibits the Philadelphia manufacturer from acquiring any additional catv systems without the court's approval.

Jerrold now owns nine cable companies—in Ukiah, Calif.; Ventnor, N.J.; Flagstaff, Ariz.; Pocatello, Idaho; Dubuque, Iowa; Richland, Wenatchee and Walla Walla, all Washington, and Florence, Ala.

The court refused to order Jerrold to divest itself of its present catv ownership.

No statement was issued by Jerrold in connection with Judge Van Dusen's order. Attorneys for the company were said to be studying the decision.

The antitrust suit was brought by the Dept. of Justice Feb. 15, 1957. Hearings were held before Judge Van Dusen for five weeks beginning Nov. 9, 1959.

Attacked as restraints of trade were three Jerrold practices in the 1951-54 period:

(1) A "full package" contract requirement that refused to sell Jerrold catv equipment without also hiring the company to design and supervise installation; (2) a contract provision which forbade a purchaser from using any equipment other than Jerrold's without the company's approval; and (3) extracting a promise from the purchaser that if a system were to be expanded Jerrold would get the job.

Early Practices "Reasonable" ■ Judge Van Dusen found the first two requirements reasonable in the early days of cable company growth because of the newness and rapid changes in the burgeoning catv industry. He found the third practice a violation of the antitrust laws.

Jerrold ceased the disputed practices in 1954.

The court found that during the 1951-54 period, Jerrold signed more than 120 contracts for the construction of catv systems. Its income from this source, the judge determined, amounted to $870,000 from 1952 to 1957.

He also disclosed that Jerrold's income from its nine catv systems (it owned 10 at one time) for the fiscal year ending February 1959 was 62% of its total profit after taxes. These systems, he noted, bought $426,338.85 worth of equipment from Jerrold during the three years, 1956-59, with "no significant" purchases from Jerrold's competitors.

The nine Jerrold catv systems do not constitute undue concentration, Judge Van Dusen held. They amount to between 1.5% and 10% of the total market. Divestiture, therefore, would be too harsh, he said.

The injunction against Jerrold acquiring any more catv companies without court approval runs for three years, from April 2, 1959.

Jerrold refused to comment on reports that it was negotiating with an unidentified group to sell three of its catv systems. The report was dubbed "premature" by a spokesman.

Judge Van Dusen found, also, that the vice president of a Jerrold subsidiary threatened potential customers with "outside" competition unless they bought Jerrold products.

He found also that Jerrold made no attempts to acquire a monopoly through its patent holdings.

Oral argument set on idle uhf permits

At least 23 idle uhf permittees are scheduled to appear before the FCC Sept. 23 to explain why they have not started construction of their stations and why they should be allowed to retain their television construction permits.

Date for the oral argument before the commissioners was set last week following an announcement early in June that 21 uhf grantees faced deletion (AT DEADLINE, June 6) for failure to build. Plans for the oral argument were disclosed at that time and the 23 stations named last week filed timely notices of planned appearances. A commission spokesman said that undoubtedly some or all of the remaining eight stations also filed notices within the allowed 20 days after the June announcement.

The FCC began a "get-tough" policy with uhf permittees last February when it ordered 54 uhf stations to report on their failure to build (BROADCASTING, Feb. 22). Delay in construction has

been due to voluntary decisions and the commission said it therefore was unable to find that the permittees had been "diligent" in building plans.

Of the original 54 stations queried, 21 have been deleted and several others have been granted grace periods because of problems relating to their applications for extension. The 23 stations, all of which have extension applications pending, scheduled last week for oral argument include:

WERE-TV Cleveland; WNLC-TV New London, Conn.; WCBF-TV Rochester, N.Y.; WELI-TV New Haven, Conn.; WAZL-TV Hazelton, Pa.; WCIN-TV Cincinnati; WFOX-TV Milwaukee; WQCY (TV) Allentown, Pa.; WHCU-TV Ithaca, N.Y.; WBID-TV Detroit; WTOH-TV Toledo, Ohio; WHLS-TV Port Huron, Mich.; WMCN (TV) Grand Rapids, Mich.; WBMG (TV) Birmingham, Ala.; WLAN-TV Lancaster, Pa.; WRAK-TV Williamsport, Pa.; WAMT (TV) Memphis; WTMV (TV) Utica, N.Y.; KMPT-TV Oklahoma City; KMYR (TV) Los Angeles; KTRB-TV Modesto, Calif.; WEHS-TV Chicago, and KFMX-TV San Diego.

Each of the uhf permittees will be allocated 20 minutes, including rebuttal, to present their cases.

Educational fm may get multiplex permits

The FCC has invited comments on proposed rulemaking which would permit non-commercial educational fm stations to engage in multiplex subsidiary operations. The stations would be authorized to use subcarrier transmissions on a multiplex basis for educational purposes only.

The commission underscored the use of multiplex for strictly educational purposes because the National Assn. of Educational Broadcasters had requested multiplex use for background music, detailed time signals and relaying broadcast material to other fm and standard commercial stations (BROADCASTING, July 11). This, the FCC said, is inconsistent with its policy governing educational stations. The rules provide that non-commercial fm stations will transmit no commercial or sponsored programs.

Earlier, the NAB filed a protest with the commission over the NAEB's planned use of multiplex. While it made clear that there was no objection to proposed multiplexing for in-school operations or for transmitting government activities, the NAB said that by multiplexing background music and relaying programs, educational stations would be operating on a partially commercial basis.

Alpena ch. 9 grant has strings attached

The FCC told Lake Huron Broadcasting Corp. last week that it has been granted its application for a new tv station on ch. 9 in Alpena, Mich. However, it added a number of conditions which may mean that construction of the new station may take some time.

The grant was made subject to a condition that the commission may substitute another channel for ch. 9 as the result of rulemaking involving allocations for Alpena, Grand Rapids, Cadillac and Traverse City, all Michigan. Also, the grant contains a condition that no construction will begin on the new station until the commission does decide just which channel Lake Huron may use. That decision will not be made until rulemaking is completed.

In addition to these stipulations, the commission subjected the grant to one other condition. It stated that the grant was made without prejudice to whatever action the commission may deem appropriate in light of any information which might be developed in the pending inquiry concerning compliance with Sec. 317 (sponsorship identification) of the rules. (Lake Huron also operates WKNX-AM-TV Saginaw, Mich.)

Commissioner Robert E. Lee voted to make the grant without conditions. Commissioner T.A.M. Craven dissented to the condition involving Sec. 317.

In another ch. 9 decision, the commission granted the application of Liberty Tv Inc. for a station in Eugene, Ore., and denied the competing application of KEED Inc. An initial decision last September looked toward this action.

FCC proposes rule on Class IV power

The FCC has taken steps to help expedite a backlog of more than 400 now-pending applications by Class IV stations to 1 kw, by moving to relax requirements which now cause automatic hearings.

The commission has announced proposed rulemaking which would permit existing Class IV am stations to increase daytime power from 250 w to 500 w or 1 kw regardless of the extent of interference caused by the increase.

Present commission rules provide for power increases of Class IV stations in excess of 250 w if interference received as the result of such increased power does not affect more than 10% of the population in its normally-protected primary service area.

The commission pointed out that the "10% provision" would still apply to

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west texas television network

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KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

new stations regardless of their power.

In 1958, the FCC reminded, it raised the maximum power for Class IV stations to 1 kw. The 400 application backlog for power increase in "nearly all cases" for additional areas and populations would be served by such power increases, the commission reported.

ANTI-PAY TV Exhibitors to seek petitions to Congress

A new move to kill off pay tv—on the air or by wire—is being prepared by the Joint Committee Against Pay Tv. The committee is undertaking a gigantic national petition campaign against pay tv with the avowed hope of deluging Congress with 30 million signatures.

The campaign's key move will come Aug. 15 when it will be launched in 16,000 motion picture theatres. The drive reportedly has pledged support of all motion picture exhibitors.

Sparking the move is Phil Harling, Fabian Theatres executive. Last week in New York he said the effort will take three to four weeks to obtain a desired goal of 30 million signatures.

Mr. Harling is chairman of the joint committee, which includes, he said, unions, Rotary and veterans groups in addition to theatre owners. The committee is preparing some 100,000 petitions as well as cards and kits. Cards will be displayed in theatre lobbies and tables manned by "civic and community-minded" volunteers who will urge patrons and passersby to sign the petition addressed to the congressman of the district and state in which the theatre is located.

The petitions will request that Congress ban all forms of pay television, either on-the-air or wired subscription tv, and will urge passage of two pieces of legislation—HJR-130 and HR-6245 —both introduced by Rep. Oren Harris, chairman of the House Interstate & Foreign Commerce Committee.

How should a station log political spots?

Westinghouse Broadcasting Co., anticipating a slew of political spot announcements in coming months, asked the FCC for clarification of the sponsorship identification rules pertaining to the logging of political broadcasts.

Westinghouse explained that FCC rule 3.111, which governs the requirements of maintaining a program log, states that with the exception of station ID announcements no reference is made to broadcast matter other than "each program broadcast." Announcements as such are not specifically provided for and there have been several cases where the commission held that the rules do not require the logging of each individual c· nmercial on participating commercial programs, WBC stated.

The rules also provide for a log entry briefly describing each program broadcast and further provides that if a speech is made by a candidate, the name and political affiliation shall be entered. However, Westinghouse pointed out that if a speech is one minute or less in duration it is the practice of the industry to treat it as an "announcement for descriptive, rate card and logging purposes."

FCBA comment

FCC commissioners should be required to write FCC decisions, the executive board of the Federal Communications Bar Assn. agreed July 16 when it met to consider recommendations on how to speed up and tighten FCC hearing procedures (BROADCASTING, July 18, 11). The FCC's Office of Opinions & Review now writes commission decisions, based on instructions from commissioners.

FCBA's executive board also endorsed most of its committees' suggestions on revising current hearing practices, including the recommendation that hearing examiners be authorized to try to bring contestants together in settlement before and during a hearing.

FCC rejects NBC request in rep case

The FCC has slammed the door on NBC's request for a two year transition period after judicial review for divestment by affiliated stations of network sales respresentation.

The commission remained firm on giving the network two years to divest regardless of judicial review. NBC has argued that its affiliates need two years after judicial review since changing representatives is a long and costly process and that most of its affiliates would stay with the network until the case is finally resolved if the rule was changed. Under present rules, NBC has until Dec. 31, 1961 to make divestment.

NBC and four affiliates, KOA-TV Denver, KSD-TV St. Louis; WAVE-TV Louisville; and WRGB (TV) Schenectady, are appealing the case to the courts (BROADCASTING, June 20).

Government briefs

Lack of ID ■ KBUH Brigham City, Utah, was reminded by the FCC last week of the provisions of Sec. 317 as the result of broadcasting programs in behalf of the Thiokol Chemical Corp. during periods preceding National Labor Relations Board elections.

Band splitting ■ A plan to make 16 more frequencies available to the local government radio service has been advanced by the FCC. In a notice of proposed rulemaking, the commission proposed splitting of the 150.8-152 mc band in the public safety radio services and making the resultant 16 frequencies, between 150.999-151.475 mc available to local government radio service. Since the commission does not propose to eliminate or amend present conditions normally attached to such frequency usage, it specifically seeks comments on the issue. Deadline for comments is Sept. 15.

Grants protest ■ A protest lodged by WWLP (TV) Springfield, Mass., was granted by the FCC last week. The station protested an application by WNHC (TV) New Haven, Conn., to change its transmitter location and increase antenna height. In granting WWLP's protest, the commission denied the WNHC application with Commissioners T.A.M. Craven and John S. Cross dissenting. In a related action, the commission dismissed WWLP's petition to withhold action and denied requests by WNHC to take official notice of certain applications filed by WWLP.

Baseball wrangle ■ The FCC has thrown a dispute between two Lexington, Ky., tv stations over the airing of CBS' *Game of the Week* right back at the protestants. WHAS-TV and WKYT-TV became embroiled over the refusal of WHAS-TV to grant WKYT-TV permission to rebroadcast the *Game* by means of off-the-air pickup of the WHAS-TV signal. WKYT-TV petitioned the FCC for a cease and desist order. The commission said that a hearing is required and that the two stations have 15 days to "reconcile their differences and respond."

No move ■ A request by WHYZ-TV Duluth, Minn., to move its studio and transmitter location was refused by the FCC. The ch. 10 facility had asked that the grant be made without hearing and further asked for change in its antenna system and height. The station's petition continues in hearing.

Back in court ■ Philco Corp. has once again gone to the U.S. Court of Appeals over an FCC dismissal of its protest against the license renewal of

NBC's WRCV-AM-TV Philadelphia. The FCC earlier in July refused to hold an evidentiary hearing on its 1957 license renewals of the NBC stations and dismissed a protest filed by Philco (BROADCASTING, July 11). The court of appeals in 1958 upheld the Philco protest and remanded the case to the FCC. Philco again told the court that the FCC grant causes "undue concentration" of control in mass communications by NBC.

Proposed change ■ A proposal to change its rules to specify a single level for allowable noise and hum in am transmitters has been advanced by the FCC. The change would specify that noise be at least 45 decibels below 100% modulation. Such a move, the commission stated, would minimize the need for complex measuring equipment and permit more uniformity in making measurements to determine rule compliance. Comments on its proposal are invited and an Aug. 22 deadline has been set for such comments.

Argues back ■ KMA Shenandoah, Iowa, last week answered FCC objections to its application for license renewal. The commission contended that the May Broadcasting Co., licensee of KMA, was in violation of mileage separation rules for multiple station owners since it also owns 48.86% of KFAB Omaha, Neb. KMA, in argument before the commission, stated it does not serve Omaha in any way. The station admitted to a certain amount of overlap, but states that in terms of "listening audience" such overlap is negligible. It further stated that minority interest was not sufficient to violate the mileage separation rules and that there was no "undue concentration" involved. May Broadcasting is also licensee of KMTV (TV) Omaha.

Common antenna site ■ The FCC has granted three Sacramento - Stockton, Calif., tv stations a common antenna site about 22 miles south of Sacramento and 20 miles north of Stockton. The three, KCRA-TV (ch. 3); KXTV (TV) (ch. 10); both Sacramento; and KOVR(TV) (ch. 13), Stockton. The grants are condition to KOVR dismantling its old tower and KCRA-TV reducing its old tower to a height not to exceed 200 ft. FCC also said that the three grants are without prejudice to any action it may take in the pending inquiry on compliance with Sec. 317.

Authority lacking ■ The FCC does not have the authority to grant an additional two-years' grace for tv stations to continue to be represented by NBC Spot Sales, station representative Edward Petry & Co. said. NBC and four of the stations it represents had asked the commission to stay the divestment order, issued last fall, until Dec. 31, 1963. The stations represented by NBC now have until Dec. 31, 1961, to find new reps. In comments filed on the stay request, Petry said the question should have been raised in petitions for reconsideration—which were denied April 19—and now can be taken up only in new rulemaking.

INTERNATIONAL

ONTARIO LIQUOR ADS STARTED

Prohibition ends on radio-tv in province

Radio and television stations are first of all advertising media to carry legalized liquor advertising in Ontario. The new Ontario Liquor Control Board code of ethics goes into effect for radio and television today (Aug. 1), for newspapers on Sept. 1, and for magazines and transportation media on Nov. 1.

The new code is to control an estimated $40 million in advertising placed by Ontario breweries, distilleries and wineries. Much of this was placed on United States radio and television stations close to the international border, especially in Buffalo, N.Y., and Detroit, Mich. There is expected to be a decline in such advertising with Ontario beverage interests now being able to place advertising on Ontario stations. Some U.S. advertising is expected to be continued, but changed to meet restrictions of the Ontario Liquor Control Board code. Beverage companies have been warned that advertising outside Ontario which violates the Ontario code, may result in the companies being blacklisted with the Ontario Liquor Control Board, the only buying agency in the province.

All advertising continuity for the time being must be approved by the Ontario Liquor Control Board, and for radio and television is to be confined to an announcement before and after a program naming the sponsor. Programs must be of at least 10 minutes duration. No devices may be used to advertise the product directly or indirectly. Changes may be made for television advertising later when the Canadian Board of Broadcast Governors sets regulations for such advertising on television.

West Germany to have 'semi-commercial' tv

Chancellor Konrad Adenauer last week personally solved the long-time debate about a second television service for West Germany. In a move that drew quick criticism from labor leaders, churchmen, Social Democrats and state governments, the chancellor established German Television Ltd., a semi-commercial operation. Capital stock for the new outlet will be divided between the federal government and West Germany's 11 state governments on a 12-11 ratio. The new tv service is to start Jan. 1, 1961.

Objection of the state governments to Chancellor Adenauer's action of last week apparently stems from their concern over their constitutionally-guaranteed sovereignty in cultural affairs. Several religious denominations have expressed fears that commercial tv would lower the moral climate of the country.

The present five-year old tv service in West Germany programs just six hours daily with production on a co-operative basis by the country's seven state-owned tv authorities.

Plans for German Television Ltd. will allow advertisers to purchase up to 10% of the company's air time but have no voice in programming. Spot public service programs and one daily news show will be provided by the company. Private production firms will sell packages to fill the rest of the transmission time.

■ Abroad in brief

Study group ■ Special committee to consider all aspects of future radio-tv in Britain has been set up by the Postmaster General. Sir Harry Pilkington, industrialist, heads the group which will consider which services should be provided by the tax-supported British Broadcasting Corp. and which services should be rendered by the Independent Television Authority (commercial). Among other subjects on the committee agenda: subscription television, closed circuit tv and the control of a third television service in Britain.

Legitimate monopoly ■ Italy's constitutional court has ruled that the present government monopoly in radio-tv is legitimate and simultaneously rejected attempts of two private financial groups in Rome and Milan to set up "free" tv outlets.

UAR tv ■ United Arab Republic on July 21 commenced its first television service from Cairo. Inaugural show included an address by President Nasser.

Broadcast Advertising

John V. McAdams, vp and member of board of Albert Frank-Guenther Law, N.Y., elected president. **Howard C. Allen,** vp, named vice chairman of board. Mr. McAdams, who joined agency in 1943, was elected vp in 1949 and director in 1958. He previously was with Newell-Emmett Agency, 1942-43. Mr. Allen joined old Rudolph Guenther-Russell Law in 1920, was made vp in 1931, then vp and director of merged agency in 1932.

Melvin Birnbaum, assistant to president of American Home Products, N.Y., promoted to vp of merchandising. **Jack Bishop,** former brand manager of Aerowax and Sani-Flush, named vp in charge of new product development, Boyle-Midway Div.

C. W. Russell, formerly vp at Marsteller, Rickard, Gebhardt & Reed, Chicago, appointed vp and account supervisor at The Buchen Co., that city. **Alin Blatchley,** formerly with Kenyon & Eckhardt, to Buchen as creative supervisor.

MR. RIORDAN

Robert E. Riordan appointed vp and director of marketing and research for D. P. Brother & Co., Detroit. Before joining Brother last month, Mr. Riordan was research director at Young & Rubicam, N.Y. He succeeds **John J. Remillet Jr.,** who has ben named to agency's service management staff.

Helen Gordon, manager of New York office of Liller, Neal, Battle & Lindsey for past four years, appointed creative director of Atlanta home office. She has been with LNB&L for 10 years.

MR. ALBRIGHT

MR. HAYES

MR. REED

Rodney Albright, James Hayes and **Frank Reed** in tv-radio department of Sullivan, Stauffer, Colwell & Bayles, N.Y., elected vps. Mr. Albright, who has been with agency for four years, was previously with Biow Co. as producer, and Doherty, Clifford, Steers & Shenfield, in charge of tv production. Mr. Hayes was NBC radio director before joining SSC&B in 1951. Mr. Reed joined agency seven years ago after a 19-year association with NBC as director of radio-tv sales service department and director of station clearance.

Arthur D. Stamler, president and board chairman of Stamler, Brooks & Soghigian, Washington advertising agency, resigns. He will continue as consultant to firm. Before founding SB&S and Promotion Assoc., he had been general manager of WGUY Bangor, Me., and assistant manager of WHIL Medford, Mass., and WFAX Falls Church, Va.

John R. Jones, former radio-tv producer, appointed assistant production manager, radio-television, at Erwin Wasey, Ruthrauff & Ryan, L.A. **Harold Cramer,** formerly special accounts representative for General Foods, joins agency as merchandising executive, assigned to Carnation Evaporated Milk and Friskies dog food accounts.

David A. Clitter joins Kae Algyer/Adv., L.A., as agency principal and account executive. Previously he was radio-tv representative and assistant advertising manager of Automobile Club of Southern California and advertising manager of its publication *Westways.*

Theodore Skoglund named director of advertising and sales promotion of newly-formed Carrier Air Conditioning Co., Syracuse, N.Y., division of Carrier Corp. He was previously manager of marketing services and product promotion for Unitary Equipment Div., one of two divisions merged to form new company.

Bates Hall, formerly with The Nestle Co., N.Y., joins Doherty, Clifford, Steers & Shenfield, that city, as account executive on Noxzema Chemical Co.

W. Charles Thor Jr., formerly with Chicago sales office of Minnesota Mining & Mfg. Co., Chicago, appointed supervisor of advertising material at Quaker Oats Co., that city.

David B. Smart, formerly account supervisor at Marsteller, Rickard, Gebhardt & Reed, and **Philip P. Young Jr.,** copy department, appointed account executives at Needham, Louis & Brorby, Chicago.

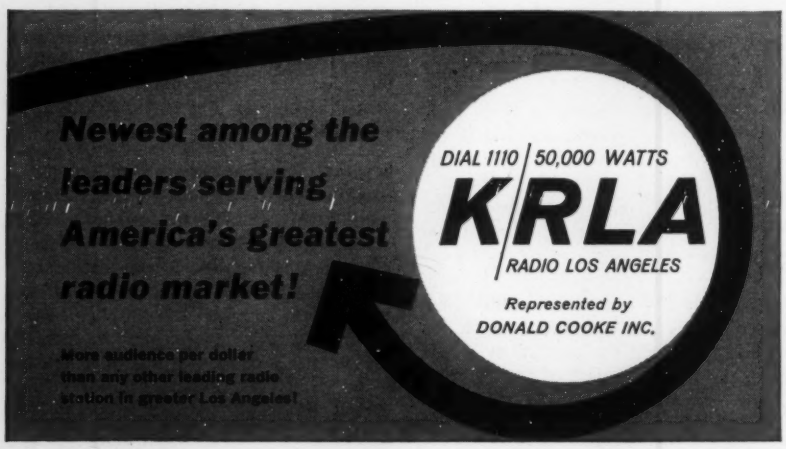
MR. WOODRUFF

Frank L. Woodruff, program production supervisor, Lennen & Newell, Beverly Hills, Calif., named vp in charge of all program production, West Coast. Mr. Woodruff, who has been with L&N since 1952, was previously tv film director, with Young & Rubicam, tv director for CBS, motion picture director with RKO, Columbia and Universal, and radio program supervisor, J. Walter Thompson.

Clark E. Maddock, formerly associate art director, Campbell-Ewald, Detroit, joins Kenyon & Eckhardt, that city, as art supervisor.

The Media

Harold Sundberg appointed general manager of WMBD-AM-FM-TV Peoria, Ill. He previously was radio manager, joining station in 1959. **William Brown** will serve as assistant to Mr. Sundberg in management of WMBD. **Joe Rex,** newsman for WMBD-AM-FM-TV, appointed acting news director.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MR. FULTON

John Fulton elected president of WEAS Inc. (operator of WGUN Decatur, Ga.) and partner in E.D. Rivers Enterprises. In addition to personal supervision of WEAS Inc., Mr. Fulton assumes administrative supervision of KWAM Memphis, WJIV Savannah, Ga., and WSWN Belle Glade, Fla.; two sales organizations, Stars Inc. and Stars National, and subsidiary corporations dealing in diversified activities related to radio. Mr. Fulton was general manager of WGST-AM-FM Atlanta for 10 years, having started at that station as announcer. He served also as general manager of WQXI Atlanta.

Jack Keating, president of KDAY Santa Monica (Los Angeles), has taken over active management of station, replacing **Irving Phillips. Mel Leeds,** with KDAY since February and formerly program director of WINS New York, will assist him in managing KDAY. Other personnel changes include promotion of **George Gilbreth** from salesman to sales manager; **Lee Willis,** formerly with KCOP (TV) Los Angeles, appointed account executive, and **Bob Hamilton,** formerly station manager of WMAK Nashville, to sales promotion manager.

J.D. Hill, president of Music Broadcasting Corp., operator of KSSS Colorado Springs, assumes active management of station. **Sterling M. Campbell,** program director, appointed assistant station manager. **Charles A. Bennett,** formerly with WEZE Boston and KXXI Denver, succeeds Mr. Campbell.

MR. PACE

John H. Pace, general manager of KABC Los Angeles for past two years, appointed general manager of KDEO San Diego. FCC recently approved KDEO's sale to Tullis & Hearne Broadcasting Co. (AT DEADLINE, July 11) and reorganization of station staff has been announced. **Joe Cahill** named sales manager. **Don McKinnen** from KABC; **Don Bowman** from KELP El Paso, Tex., and **Dale Ware** of KFXM San Bernardino, Calif., join KDEO as disc jockeys. **Gary Goodwin** named news chief and **Mel Hall** remains as production head. **Roy Cordell** appointed director of operations for KDEO as well as for KFXM and KAFY Bakersfield, Calif., two other Tullis & Hearne properties.

Lee Nichols appointed station manager of KOOO Omaha. He will also handle two programs. He was previously air personality with KWBB Wichita, Kan., for eight years and commercial manager of KLVT Levelland, Tex.

Frank Telford, executive producer of *Outlaws,* NBC-TV hour-long series to begin this fall, appointed director, program development, West Coast, for NBC Television Network. He joined NBC in May 1959, was previously producer, director and writer on various programs.

Richard E. Reed, sales account executive with WLWC (TV) Columbus, Ohio, since February 1956, promoted to sales manager.

R. Bruce Copeland, sales promotion, merchandising and research director of WIS-TV Columbus, S.C., for past two years, named administrative assistant to managing director. **Kenneth James Yager** succeeds him.

Ralph C. Wasdon appointed director of operations for WSEB Sebring, Fla. **Tom Moore** named station manager and **Marvin Wall** program director.

Phil J. Martinez, account executive with KHIP (FM) San Francisco, appointed commercial manager of KBCO (FM) that city.

Julian Portman, formerly head of his own public relations counselling firm in Chicago, named manager of new office in that city of Charles Bernard Co., station rep. It is located at 6533 N. Sheridan Road.

Bill Walker promoted to national sales manager of WFGA-TV Jacksonville, Fla. He has been with station since 1957 and served as promotion manager, regional sales manager and assistant national sales manager.

Sidney Arthur, formerly with KSO Des Moines, WMCT (TV) Memphis and WGAN-TV Portland, Me., appointed commercial manager of WXFM (FM) Chicago.

Steven Siporin, assistant supervisor of traffic operations for WABC-TV New York, appointed director of operations.

Felix Adams, vp of Radio Recorders and previously commercial manager of KLAC Los Angeles, joins KGMS Sacramento, Calif., as assistant general manager and national sales manager.

Paul Miller, program director of WCKY Cincinnati, named administrative assistant in charge of all programming operations. **Harold Parry,** local sales manager, to administrative assistant in charge of Cincinnati sales

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President

KCMT CHANNEL 7
ALEXANDRIA, MINNESOTA

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General Manager

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NORTH WALES · PENNSYLVANIA

and liaison with WCKY national rep, AM Radio Sales. **Mary Jane Schlosser,** sales secretary, named executive secretary and office manager. Appointments were announced by Mrs. Jeanette Heinze, new general manager of WCKY, in shift following FCC grant of ch. 10 Miami to L.B. Wilson Inc., operator of WCKY (see WEEK'S HEADLINERS, July 25).

Joseph A. Parry, account executive with WNCN (FM) New York, named sales manager.

Anthony Bushell, director and producer, joins ABC-TV, as director of *Winston Churchill* episodes to be filmed in England.

James E. Henneberry appointed director of advertising, sales promotion and public relations for WICS (TV) Springfield and its satellite WCHU (TV) Champaign, both Illinois. He previously served in similar capacity with KWK-TV, KMOX-TV and KPLR-TV, all St. Louis.

David L. Smith, production manager of WISH-TV Indianapolis, appointed to additional post of program manager. He joined station in 1955.

Jack Linn, previously account executive with Howson Adv., Cleveland, appointed national sales coordinator for KYW-TV, that city. **Jack N. Bennett,** formerly with WCAR Detroit, to KYW-AM-TV as news editor.

Paul Turner named assistant program manager of WPIX (TV) San Francisco, succeeding **Bob Novak,** who is now program manager of KDKA-TV Pittsburgh. Mr. Turner was previously with WPIC-AM-FM Sharon, Pa.; WHIZ Zanesville, Ohio, and WKBN - AM - FM - TV Youngstown, Ohio.

Benjamin Okulski, director of operations of WABC-TV New York, assigned to sales department as account executive in charge of political unit and special projects.

Gene Werman, account executive with WCAE Pittsburgh, promoted to sales promotion and merchandising manager.

MR. HEATTER

Gabriel Heatter, radio news commentator for more than 25 years, made his tv debut July 18 on WPST - TV Miami. Mr. Heatter will do nightly news program at 6 p.m. Until recently, exclusive contract with Mutual Broadcasting System prevented his signing for tv program.

Getting together ■ The merger of two Detroit advertising agencies, Ross Roy Inc. and Brooke, Smith, French & Dorrance Inc. becomes effective today (August 1). A joint announcement by the two agencies predicted an annual billing of about $25 million for the new firm (BROADCASTING, July 25). Officers of the new firm, to be known as Ross Roy-BSF&D Inc., are shown after completion of negotiations. L to r **Ross Roy,** chairman of the board and chief executive officer; **Walter C. Ayers,** president; **John S. Pingel,** executive vice president and **T.G. McCormick,** executive vice president-administration.

Dick Richmond, formerly news director of WAVY-AM-TV Portsmouth-Norfolk-Newport News, Va., named director of news and public affairs for WMAL-AM-TV Washington, D.C.

J. Howard Williams appointed news director of WOHO Toledo, Ohio.

Bruce L. Still, production director of WIRL Peoria, Ill., to KQV Pittsburgh in similar capacity.

Walter J. Sachs, formerly with Ziv-TV and WLWA (TV) Atlanta, to program sales staff of KTTV (TV) Los Angeles as eastern sales representative for syndicated programs. He will headquarter in Atlanta.

Jack James, formerly assistant station manager of KVFC Cortez, Colo., to promotion department of WTAQ LaGrange, Ill. **Jay DeBroux,** formerly disc jockey at KFWB Los Angeles, to WTAQ in similar capacity.

Clifford Ford, salesman with WQXR New York, joins WNBC, that city, in similar capacity.

Len Tronick, formerly of media department of Donahue & Coe, N.Y, to Venard, Rintoul & McConnell (station rep), that city, as account executive.

Milton E. Magruder, longtime member of UPI's Washington bureau, named assistant public relations manager for NAB. His former positions were inadvertently confused with those of Larry Sims, whom he succeeds, in BROADCASTING, July 25.

William R. Dothard, previously with WFIL Philadelphia and WFBR Baltimore, named national sales manager of WBCB Levittown-Fairless Hills, Pa.

MR. DAVEY

Leonard S. (Sandy) Davey Jr., director of sales development for WDBO-TV Orlando, Fla., for past year, named sales director. He was previously sales service manager of WNTA-TV New York and prior to that, timebuyer for Compton Adv., N.Y.

Programming

Lawrence B. Hilford, assistant to Screen Gems' vp in charge of sales for past year, named assistant to Lloyd Burns, vp in charge of SG international operations.

Abe Levitow appointed associate producer and supervising director for UPA Pictures Inc., Burbank, Calif. His direction credits include "Bugs Bunny" shorts for Warner Bros.; commercials, features and industrial films for John Sutherland Studios, and animation direction of UPA's "1001 Arabian Nights."

Art Lieberman, producer of tv commercials and industrial films at MGM and Warner Bros., has opened offices at 951 N. La Cienega Blvd., L.A. 46, as production service for advertising agencies and producers who do not

have representation in Hollywood. Telephone is Olympia 2-2110.

Robert Fellows, motion picture producer, joins Alan Ladd's Jaguar Productions as executive producer, responsible for developing new theatrical motion picture and tv properties for independent company.

Sid Weiner, syndication traffic manager of Screen Gems, N.Y., appointed administrative assistant to Stanley Dudelson, syndication sales manager. He will be responsible for coordination of syndication sales with service departments. **James Bogans,** formerly assistant to Mr. Weiner, succeeds him.

William A. Cornish, formerly with Official Films, N.Y., as salesman, joins Sarra Inc., that city, as account executive-producer in tv film commercial department.

Don Redell, eastern manager, equipment division, TelePrompTer Corp., N.Y., named director of sales, programs, productions division.

Harry Stern appointed general manager in charge of sales and merchandising for Maurice H. Zouary Productions, N.Y.

James H. Weathers, general manager of World Broadcasting System, program production and syndication firm, resigns effective Aug. 15. Before becoming World's general manager two years ago he was firm's national sales manager, western division manager and southeast representative.

Jack McGeehan, unit manager of CBS-TV's *Phil Silvers Show,* joins staff of *Ed Sullivan Show,* as associate producer.

Government

Philip S. Cross, FCC attorney (Broadcast Bureau), named legal assistant to Commissioner Robert T. Bartley. Mr. Cross joined commission in 1952 after 12 years as radio-tv announcer, news editor and sports director.

Joseph H. Hallock, engineer in charge of FCC's Portland, Ore., district office since January 1953, retires after more than 40 years of federal service. He started with Radio Service of Dept. of Commerce in 1917 and has been with FCC since its inception.

Allied Fields

William C. Rubinstein, administrative assistant to president of International Telemeter Co., appointed vp. Company is pay-tv division of Paramount Pictures Corp.

International

MR. KLEIN

Irwin Klein, head, Far East and Australia offices of Music Corp. of America, to ABC International Div. as program manager. Mr. Klein was previously cost control administrator with ABC from 1955 to 1958.

Ted Delaney, formerly of CKBB and CKVR-TV Barrie, Ont., and CHCH-TV Hamilton, Ont., named retail sales manager of CFTO-TV Toronto. **Fred Ellis,** of Radio & Television Sales Inc., Toronto, to national sales representative of CFTO-TV, along with **Neil McDonald,** formerly of Leo Burnett of Canada Ltd., Toronto, and **Bernie LeMaitre,** sportscaster of Buffalo, N.Y.

Geoff Lewis, local sales manager of CKOC Hamilton, Ont., promoted to general sales manager.

Peter Kosick named vp and general sales manager and **Horst Koehler** production and programming vp of CKLG North Vancouver, B.C.

Roy M. Malone elected vp of CJME Regina, Sask.

Jacques Arial, formerly of CJLR Quebec, Que., to manager of new Quebec office of Schneider Cardon Ltd., Montreal advertising agency.

MR. SMALL

Edward Small, head of Hollywood production company bearing his name, has announced the formation of Television Artists & Producers Corp., with headquarters at Samuel Goldwyn Studios. Mr. Small, president of the new company, announced that **Bruce Eells,** executive vice president of United Artists Television Inc., has resigned that post to join TAPC in a similar capacity. Mr. Small said the new organization will "embrace all phases of production, packaging and financing of filmed video shows" on a worldwide basis. Mr. Eells was formerly associated with Mr. Small in the latter's Television Programs of America Inc., formed in 1953 and sold in 1958, which developed for networks and syndication 14 series including *Lassie* and *Fury*.

MR. EELLS

GET ACTION IN COLUMBUS

on the NEW WCOL

THE NEW WCOL

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated FIRST in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)
REACTION: People listen . . . people hear . . . people buy!
MORAL: Get greater sales action through listener reaction, on the NEW WCOL!

THE CAPITAL STATION
COLUMBUS 15, OHIO
1230 AM 92.3 FM
24-hours-a-day-broadcasting
Represented by: robert e. eastman & co., inc.

KUDL makes biggest audience gains of any KANSAS CITY station

RE LATEST (APRIL 1960) PULSE

Irv. Schwartz V.P. & Gen'l Mgr.
Adam Young Nat'l Rep.

CBS Radio's puzzles

What's in a name? The question forms the basis for a booklet of puzzles designed to illustrate the lineup of CBS Radio's personalities and programs. The series of 26 puzzles is called "a game of fun and profit for advertisers." Each puzzle consists of a "formula" of letters and various objects, plus blank spaces to fill in the correct answer. A brief description of the person or program is included as well as an identifying picture. CBS Radio admits the test is easy, "but in any case, everyone wins, because if you didn't already know that some of the stars were here, think of the educational value (and along the way, you may find just the solution to a media-buying problem, neatly turning education to profit)."

The mail must go through

A new tv series, *Pony Express,* seen on WBTW (TV) Florence, S.C., got a boost from its sponsor and from the U.S. Post Office last month.

On July 19, the Post Office issued a Pony Express commemorative U.S. postage stamp in Sacramento, Calif. The stamp was issued in connection with the 1960 centennial celebration of the historic postal service.

Sponsors of WBTW's series, a cooperative of area electric companies, issued a mailing with a "first day" cancellation as an invitation to watch the series. A card enclosed in the cancelled envelope stated that the stamp and envelope were due to become collector's items if they remained intact.

'Little League' golf

A "little league of golf," sponsored by WIP Philadelphia, got underway last week at two Philadelphia-area country clubs. A total of 80 youngsters in two divisions competed in the semi-finals, and the two low scorers in each division will compete later this month for trophies and prizes.

This is the first time that WIP has sponsored the tourney. The Metropolitan Broadcasting Company's station hopes to make the Junior Golf Tournament an annual affair.

The tourney is administered by a committee consisting of Jim Leaming, WIP sports director, Gene Milner, WIP air personality, and Jonny Yocum, Galen Hall Golf Course pro.

Cartoon contest

With the start of *Q. T. Hush, Private Eye,* five-minute cartoon series, on KHJ-TV Los Angeles as a part of Engineer Bill's *Cartoon Express* program (Mon.-Fri., 6:30-7 p.m.), M&A Alexander Productions, distributor of the series, also started a contest for young viewers. They are asked to write their names and addresses on post cards and send them to the station. Five cards are drawn from the bunch each night and dolls, games or toys are awarded the lucky youngsters. These cards are then put in a separate group from which the grand prizes, a boy's bicycle and a girl's bike, will be awarded at the end of the four-week period. Program and contest began July 18. At the end of a week more than 9,000 cards had been received. If the promotion proves successful at KHJ-TV, it may be extended to other markets.

24 hours a day

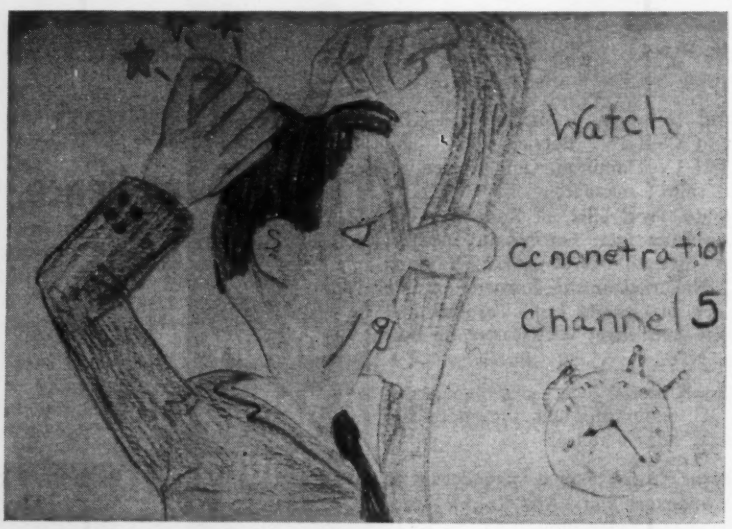
Cleveland residents can now get a one-minute capsule of the news over the telephone (thanks to WERE, that city), and Philadelphians can now get daily dinner menu suggestions the same way (thanks to WCAU there).

WERE's "Dial-A-News" service operates 24 hours daily, with station newsmen recording new summaries as major stories break.

WCAU's "Dinner Bell" features John Trent of the Housewives Protective League. His menus include plugs for WCAU food advertisers.

WPOP'S big picnic

A fireworks display of WPOP Hartford's call letters signaled with dramatic flourish the end of the WPOP family outing and picnic on July 7 at Riverside Park, an amusement grounds some 15 miles from Hartford. More than 30,000 listeners attended the outing, after writing to the station for free admission tickets. Each person received a free hot dog and a bottle of soda, all rides at the park were half-price and bus transportation was provided for those without cars. WPOP personalities and recording stars offered entertainment throughout the day. The station also gave away radios, bicycles and one automobile.



Looney IDs ■ Memphis area viewers thought WMCT (TV) artists had gone on strike when they saw some very odd station IDs, such as the one above. The artwork was based on samples from the talents of more than 10,000 fans of the station's *Looney Zoo* program, which has been running a "Kiddies ID Drawing Contest." The 11-year-old artist of the above added a bit of mystery to his effort with his spelling of *Concentration,* which is a regularly scheduled daytime NBC show.

■ Drumbeats

Center ring ■ WCBS New York sent seven of its personalities to share ringmaster duties last week at a shopping-center circus. The Valley Fair Department Store in Hillsdale, N.J., staged the event, featuring clowns, animals and aerialists to promote its annual summer festival sale. Alternating ringmasters from WCBS were Jack Sterling, Lanny Ross, Allen Gray, Dick Noel, Lee Jordan, Stan Freeman and Ed Joyce.

Station Authorizations, Applications

As Compiled by BROADCASTING

July 21 through July 27. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATIONS

Flagstaff, Ariz.—Coconino Telecasters Inc., vhf ch. 9 (186-192 mc); ERP 25.38 kw vis., 12.69 kw aur.; ant. height above average terrain 2,249 ft., above ground 200 ft. Estimated construction cost $100,990, first year operating cost $150,757 revenue $186,004. P.O. address Drawer 722, Flagstaff, Ariz. Studio location 401 W. Santa Fe Ave., Rt. 66, Flagstaff, Ariz. Trans. location atop Mt. Elden near fire lookout tower, Flagstaff, Ariz. Geographic coordinates 35° 14′ 27″ N. Lat., 111° 35′ 48″ W. Long. Trans. Gates BT-5CH, ant. Jampro JA-TV-6H. Legal counsel James E. Greeley, Washington, D.C. Consulting engineer Silliman, Moffet & Rohrer, Washington, D.C. Principals include **I.W. Burnham II,** 51%, **Allan J. Newmark** and **Saul Newmark,** 24.5% each. Messrs. Burnham and Allan Newmark are in investment banking. Mr. Saul Newmark is retired. Ann. July 27.

Corpus Christi, Tex.—Nueces Telecasting Co., vhf ch. 3 (60-66 mc); ERP 100 kw vis., 100 kw aur.; ant. height above average terrain 660 ft., above ground 697 ft. Estimated construction cost $632,983, first year operating cost $804,000 revenue $900,000. P.O. address 1200 Vaughn Bldg., Dallas 1, Tex. Studio location 1201 Murrett St., Corpus Christi, Tex. Trans. location intersection of County roads 17 & 63, Nueces County, Tex. Geographic coordinates 27° 38′ 19″ N. Lat., 97° 36′ 7″ W. Long. Trans. RCA TT25BL, ant. TF5CL. Legal counsel Haley, Wollenberg & Bader, Washington, D.C. Consulting engineer Edward P. Talbot, El Paso, Tex. Principals include **Jack C. Vaughn, Grady H. Vaughn Jr., Cecil L. Trigg,** and **Jack Ryan,** 25% each. Messrs. Vaughn and Trigg have interests in KVII-TV Amarillo, KROD-AM-TV El Paso, KOSA-TV Odessa, all Texas, and KRNO San Bernardino, Calif. Mr. Ryan is in real estate. Ann. July 27.

CALL LETTERS ASSIGNED

WJHG-TV Panama City, Fla.—Herald Publishing Co. Changed from WJDM (TV).

WLTV (TV) Bowling Green, Ky.—George A. Brown Jr. Changed from WITB (TV).

*KCSD-TV Kansas City, Mo.—School District of Kansas City, Mo.

WBNB (TV) Charlotte Amalie, St. Thomas, V.I.—Island Teleradio Service Inc.

Tv Translator Stations

Dubuque Area Translator, Dubuque, Iowa—Granted application for new tv translator station on ch. 74 to transmit programs of WISC-TV (ch. 3), Madison, Wis. Ann. July 21.

Valley Telecasting Co., Wausau, Wis.—Designated for consolidated hearing applications for new tv stations to operate on ch. 9. Comr. Lee dissented. By letter, denied request by Wausau Telecasting Co. for waiver of Sec. 3.610 (mileage separation rule) and dismissed its similar application for ch. 9 in Wausau, Wis. Ann. July 21.

New Am Stations

ACTIONS BY FCC

Ukiah, Calif.—Jack and **Alyce Powell,** granted 1250 kc, 500 w D. P.O. address 2103 Waverly St., Napa, Calif. Estimated construction cost $15,935, first year operating cost $60,000, revenue $70,000. Mr. and Mrs. Powell, equal partners, own KVON Napa, Calif. Ann. July 21.

APPLICATIONS

Tucson, Ariz.—Maryvale Bcstg. Co., 1090 kc, .5 kw unl. P.O. address 2600 West Glendale Ave., Phoeniz, Ariz. Estimated construction cost $49,488, first year operating cost $50,500, revenue $63,000. Applicant is **John P. Long,** applicant for am in Phoenix, Ariz., and real estate developer. Ann. July 21.

Burlington, Iowa—Des Moines County Bcstg. Co., 1150 kc, .5 kw D. P.O. address 210 Washington St., Beardstown, Ill. Estimated construction cost $39,398, first year operating cost $60,000, revenue $70,000. Principals include **Robert W. Sudbrink,** 75%, and **Margareta S. Sudbrink,** 25%, owners of WRMS Beardstown, Ill. Ann. July 13.

Hartford, Ky.—Hayward F. Spinks, 1600 kc, .5 kw D. P.O. address 302 Mulberry Ct., Hartford, Ky. Estimated construction cost $18,725, first year operating cost $35,000, revenue $38,000. Applicant owns pharmacy. Ann. July 21.

Ann Arbor, Mich.—Voice of Ann Arbor, 540 kc, .25 kw unl. P.O. address 2285 W. Stadium Blvd., Ann Arbor, Mich. Estimated construction cost $7,100, first year operating cost $26,500, revenue $47,200. Principals include **Theodore W. Gibson Jr.** and **Michael Rice,** equal partners. Mr. Gibson is weather forecaster. Mr. Rice is in record sales. Ann. July 26.

San Sebastian, P.R.—Pepino Bcstrs. Inc., 1460 kc, .5 kw unl. P.O. address P.O. Box 127, San Sebastian, P.R. Estimated construction cost $12,174, first year operating cost $13,300, revenue $30,000 Principals include **Julio Enrique Almeyda** and **Felix Bonnet Velez,** 25% each, **Carlos Fco. de Cardona Anderson,** 32%, and **Hector Reichard,** 18%. Mr. Velez has interest in WNIK Arecibo, P.R. Mr. Richard is owner of WABA and stockholder in WOLE-TV, both Aguadilla, P.R. Mr. Almeyda is in transportation. Mr. Anderson is mechanical engineer. Ann. July 21.

Spartansburg, S.C.—Lee-Blake Bcstg. Co., 1520 kc, 1 kw D. P.O. address % James W. Harman Jr., Tazewell, Va. Estimated construction cost $11,910, first year operating cost $44,000, revenue $52,000. Principals include **J.H. Lee** and **John Blake,** 49% each, and **James W. Harman Jr.,** 2%. Mr. Lee is manager of WRIC Richlands, Va. Mr. Blake recently sold 50% interest in KMIN Grants, N.M. Mr. Harman is attorney. Ann. July 18.

Existing Am Stations

ACTION BY FCC

WHCU Ithaca, N.Y.—By letter, denied request for waiver of sec. 1.351 and placed application for increased power from 1 kw to 5 kw (870 kc, D, LS-WWL New Orleans, La.) in pending file until conclusion of clear channel proceeding. Ann. July 21.

APPLICATION

KEEP Twin Falls, Idaho—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc). Ann. July 21.

CALL LETTERS ASSIGNED

KZON Tolleson, Ariz.—E.O. Smith.

KIOT Barstow, Calif.—Beam Bcstg. Co.

KLIB Liberal, Kans.—Plains Enterprise Inc.

KKAA Honolulu, Hawaii—Radio Hawaii Inc. Changed from KPOA.

KLEI Kailua, Hawaii—Oahu Bcstg. Co. Changed from KANI.

KSKI Sun Valley, Idaho—Radio Sun Valley Inc.

WSVL Shelbyville, Ind.—Shelby County Bcstg. Co.

WVOM Iuka, Miss.—E.C. Holtsford.

WFAG Farmville, N.C.—Farmville Bcstg. Co. Changed from WBTC.

WREO Ashtabula, Ohio — WICA Inc. Changed from WICA.

KVLL Livingston, Tex.—Trinity Valley Bcstg. Co. Changed from KLBS.

KWBC Navasota, Tex.—Whitten Bcstg. Co. Changed from KBRA.

New Fm Stations

ACTIONS BY FCC

Santa Barbara, Calif.—Lawrence Shushan—Designated for hearing application for new class B fm station to operate on 99.9 mc; ERP 3.5 kw; ant. height 3,182 ft. Ann. July 21.

Denver, Colo.—Metropolitan Tv Corp., Granted 103.5 mc, 49.8 kw. P.O. address 1044 Lincoln St., Denver, Colo. Estimated construction cost $36,087, first year operating cost $5,000. Principals include **Bob Hope,** 42.5%, **Hendrie & Bolthoff,** 15.5%, and others. Hendrie & Bolthoff, distributor of mining machinery, is headed by Herbert G. Andrews, president; has no other radio interests. Ann. July 21.

***Washington, D.C.—American U.,** granted 88.5 mc, 12 kw P.O. address Massachusetts & Nebraska Aves. N.W. Washington, D.C. Estimated construction cost $19,103, first year operating cost $22,700. Educational, noncommercial. Ann. July 21.

Macon, Ga.—Macon Bcstg. Co. Granted 96.9 mc, 4.1 kw, ant. height 415 ft. Principals include **A.L. Lowe,** Rogers Place, Macon, Ga. Ann. July 21.

***Winnetka, Ill.—Board of Education of Township High School District #203, Cook County, Ill.,** granted 88.1 mc, 10 w for noncommercial, educational fm station. Ann. July 21.

Indianapolis, Ind. — Calojay Enterprises, Inc.—Designated for hearing application for new class B fm station to operate on 105.7 mc; ERP 4.641 kw; ant. height 160 ft. Comr. Lee dissented. Ann. July 21.

Indianapolis, Ind.—Indiana Bcstg. Corp. Granted 107.9 mc, 41 kw, ant. height 910 ft. Principals include **Robert B. McConnell,** 1440 N. Meridian St., Indianapolis, Ind. Ann. July 21.

Bethesda, Md.—High Fidelity Bcstrs. Inc., granted 102.3 mc, 1 kw P.O. address 4425 Chestnut St., Bethesda, Md. Estimated construction cost $3,356, first year operating cost $11,730, revenue $16,425. **Robert Carpenter,** 30%, **William Tynan,** 27%, and **Margaret Tynan,** 3%. Mr. Carpenter is electronic scientist. Mr. Tynan is engineer. Ann. July 21.

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21 W. Tenth, Kansas City, Mo.
New York 17 William St. · Chicago 175 W. Jackson · San Francisco 100 Bush St.

Bay City, Mich.—Gerity Bcstg. Co. Granted 102.5 mc, 43 kw. P.O. address Adrian, Mich. Estimated construction cost $51,417, first year operating cost $30,000, revenue, $30,000. Applicant is group headed by **James Gerity Jr.**, licensees of WABJ Adrian and WNEM Bay City, both Michigan. Ann. July 21.

***Lubbock, Tex.—Texas Tech College.** Granted 91.9 mc, 10 w. P.O. address % P. Merville Larson, Speech Dept., Texas Tech., Lubbock. Estimated construction cost $3,000 first year operating cost $500 Non-commercial, educational. Ann. July 21.

Seattle, Wash.—Monte L. (Lester) Strohl, granted 92.5 mc. 17.6 kw. P.O. address 614 Ferncrest Dr. Yakima, Wash. Estimated construction cost $17,748, first year operating cost $36,000, revenue $48,000. Applicant formerly had minority interested in **Cascade Bcstg. Co.**, licensee of KIMA-AM-TV Yakima, KEPR-AM-TV Pasco, KBAS-TV Ephrata, KWIQ Moses Lake, all Washington, and KLEW-TV, Lewiston, Idaho. Ann. July 21.

APPLICATIONS

***Angwin, Calif.—Pacific Union College Assn. for Educational Bcstg.** 88.1 mc, .01 kw. P.O. address % Ted W. Benedict, Box 266, Angwin, Calif. Estimated construction cost $1,250, first year operating cost $500.00, Non-profit, educational. Ann. July 13.

Gulfport, Fla.—World Christian Radio Foundation Inc. 101.5 mc, 75.2 kw, P.O. address 584 Crystal Dr., Madeira Beach, Fla. Estimated construction cost $85,315, first year oprating cost $30,000, revenue $30,000. Applicant is non-profit organization. Ann. July 21.

Fort Pierce, Fla.—South Jersey Bcstg. Co. 98.7 mc, 1 kw, P.O. address 2775 Mt. Ephriam Ave., Camden 4, N.J. Estimated construction cost $2,500, first year operating cost $5,000, revenue $5,000. Applicant is licensee of WARN Ft. Pierce. Applicant fm will duplicate am programming. Ann. July 26.

Seymour, Ind.—Dr. Azra C. Baker, 93.7 mc, 5.62 kw, P.O. address P.O. Box 43, WJCD, Seymour, Ind. Estimated construction cost $10,405, first year operating cost $10,000, revenue $25,000. Applicant is owner of WJCD Seymour. Applicant fm will duplicate am programming. Ann. July 21.

Joplin, Mo.—William B. Neal, 92.7 mc, 3.57 kw. P.O. address 1621 Main St., Joplin, Mo. Estimated construction cost $20,913, first year operating cost $18,000, revenue $22,000. Applicant is in frozen foods, has application pending for am in Joplin. Ann. July 13.

***Oberlin, Ohio—Oberlin College Student Network Inc.,** 88.7 mc, .014 kw. P.O. address 163 West College St., Oberlin, Ohio. Estimated construction cost $2,630, first year operating cost $2,700. Non-profit, educational. Ann. July 13.

Bellefonte, Pa.—Bellefonte Bcstg. Co., 103.5 mc, 4.56 kw. P.O. address 107 N. Allegheny St., Bellefonte, Pa. Estimated construction cost $4,990, first year operating cost $3,000, revenue $5,200. Applicant is owner of WBLF Bellefonte. Applicant fm will duplicate some am programming. Ann. July 26.

Tyrone, Pa.—Tyrone Bcstg. Co., 94.3 mc, .675 kw. P.O. address % C.H. Simpson, WTRN, Tyrone, Pa. Estimated construction cost $2,540, first year operating cost $780.00, revenue $1,200. Applicant is owner of WTRN Tyrone. Applicant fm will duplicate some am programming. Ann. July 26.

Houston, Tex.—KXYZ Inc., 96.5 mc, 10 kw. P.O. address 915 N. La Brea Ave., Hollywood 38, Calif. Estimated first year operating cost $9,320. Applicant is owned by **NAFI Corp.** which also owns KXYZ Houston, Tex. Applicant fm will duplicate am Ann. July 21.

CALL LETTERS ASSIGNED

KAFI (FM) Auburn, Calif.—Donnelly C. Reeves. Changed from KAHI-FM.

KMAX (FM) Sierra Madre, Calif.—Sierra Madre Bcstg. Co.

KHIP (FM) San Francisco, Calif.—Franklin Mieuli, Changed from KPUP.

WGGC (FM) Glasgow, Ky.—Glasgow Bcstg. Co. Changed from WKAY-FM.

WREO-FM Ashtabula, Ohio—WICA Inc. Changed from WICA-FM.

KQUE (FM) Houston, Tex.—Veterans Bcstg. Co. Changed from KNUZ-FM.

Ownership Changes

ACTION BY FCC

WPDQ Jacksonville, Fla.—Granted assignment of licenses and cp to WPDQ Inc.; consideration $507,500. Comr. Bartley dissented. Assignee is owned by Ohio Bcstg. Co. (WHBC-AM-FM Canton Ohio) which is subsidiary of **Brush-Moore Newspapers Inc.** programming. Ann. July 21.

APPLICATIONS

KAFE (FM) San Francisco, Calif.—Seeks assignment of cp from **Hal Cox** to **Fine Music Bcstrs.**, a corporation. No financial consideration involved. Ann. July 21.

WTAL Tallahassee, Fla.—Seeks transfer of control of **WTAL Inc.** from **Victor C. Diehm,** 45.72%, **William M. Deisroth,** 2.86%, **Hilda M. Deisroth,** 20%, and others, to **Victor C. Diehm,** 68.57%, and others $55,000. No other changes in stockholders. Ann. July 21.

WALB Albany, Ga.—Seeks assignment of license from **Radio Albany Inc.** to **Herald Publishing Co.** for $85,000. Purchasers are **Allen M. Woodall** and **James S. Ayers,** equal partners. Mr. Woodall holds interests in WDAK Columbus, WMOG Brunswick, WDAX McRae, and WAYX Waycross, all Georgia. Mr. Ayers has interests in WBAC Cleveland, Tenn.; WUSN-TV Charleston, S.C. Ann. July 6.

WVLD Valdosta, Ga.—Seeks assignment of license from **Norman O. Protsman** to **Al H. Evans** for $50,000. Mr. Evans was formerly 1/3 owner of WBBN Perry, Ga. Ann. July 26.

KEST Boise, Idaho—Seeks assignment of cp from **Boise Bcstg. Assoc.** to **KEST Bcstg. Assoc.** for $7,089. Purchasers are **John Bryan** and **Reid Dennis,** equal partners. Mr. Bryan is in hardware. Mr. Dennis is in insurance. Ann. July 21.

WOMC Detroit, WHGR Houghton Lake, and WEXL Royal Oak, all Michigan—Seek transfer of control of **Sparks Bcstg. Co.** from **Jacob B. Sparks,** 55.4%, **Garnet G.** and **Gordon A. Sparks,** 22.3% each, to **Jacob B. Sparks,** 43.9%, **Garnet G.** and **Gordon A. Sparks,** 28.05%, by transfer of stock as gift. Ann. July 21.

WJXN Jackson, Miss.—Seeks transfer of control of **Jackson Bcstg. Co.** from **James T. Ownby,** sole owner, to **James T. Ownby** and **Elva I. Ownby,** equal partners, pursuant to property settlement incorporated as part of judgment and decree of divorce of principals. Ann. July 21.

WPFB-AM-FM Middletown, Ohio—Seeks assignment of license from **Paul F. Braden** to **Radio Station WPFB Inc.**, a corporation. No financial consideration involved. Ann. July 20.

WPAY-AM-FM Portsmouth, Ohio—Seeks assignment of license from **Paul F. Braden** to **Radio Station WPAY Inc.**, a corporation. No financial consideration involved. Ann. July 20.

KQEN Roseburg, Ore.—Seeks assignment of cp from **Umpqual Bcstrs. Inc.** to **KYNG Radio Inc.**, subsidiary merger into parent corporation. No change in stockholders, no financial consideration involved. Ann. July 21.

KBRK Brookings, S.D.—Seeks assignment of license to **Brookings Bcstg. Co.**, a corporation. No change in ownership; no financial consideration. Ann. July 21.

KHHH Pampa, Tex.—Seeks assignment of license from **Garrison-Huntley, Enterprises,** licensee also of KBEK Elk City, Okla., to **H.H. Huntley.** Mr. Huntley's partnership with **Bob D. Garrison** will be dissolved with each partner taking possession of one owned station. No other financial consideration involved. Ann. July 21.

Hearing Cases

FINAL DECISIONS

■ By order, commission made effective immediately June 9 initial decision and granted application of Concord Kannapolis Bcstg. Co. for new class B fm station to operate on 97.9 mc in Concord, N.C., engineering condition without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act. Comrs. Lee and Craven voted to grant without latter condition; Comr. King dissented and issued statement. Ann. July 27.

■ By order, commission made effective immediately June 16 initial decision, as modified by commission to include condition petitioned for by Broadcast Bureau, and granted application of Lake Huron Bcstg. Corp. for new tv station to operate on ch. 9 in Alpena, Mich., subject to conditions (1) that commission may, without further proceedings, substitute for ch. 9 such other channel as may be assigned to Alpena as result of rulemaking proceedings pending and subject to further condition that no construction shall be commenced

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 27

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,447	47	91	848
FM	709	36	181	135
TV	473	61	76	112

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 27

	VHF	UHF	TV
Commercial	453	79	532
Non-commercial	35	12	47

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1960

	AM	FM	TV
Licensed (all on air)	3,442	700	471[1]
CPs on air (new stations)	41	41	50[2]
CPs not on air (new stations)	98	171	74
Total authorized stations	3,581	912	653
Applications for new stations (not in hearing)	628	74	39
Applications for new stations (in hearing)	194	40	65
Total applications for new stations	822	114	104
Applications for major changes (not in hearing)	656	35	39
Applications for major changes (in hearing)	29	11	17
Total applications for major changes	685	46	56
Licenses deleted	0	0	1
CPs deleted	1	4	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

under permit here granted until further order of commission to be issued subsequent to conclusion of proceeding and specification of either ch. 9 or such other channel as may be substituted for it in latter docket as channel on which Lake Huron shall operate, and (2) without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act. Comr. Lee voted to grant without conditions; Comr. Craven dissented to latter condition. Ann. July 27.

■ By order, commission made effective immediately June 9 initial decision and granted application of Jacob Wilson Henock for new class B fm station to operate on 98.7 mc in Detroit, Mich. Comr. Bartley not participating; Comr. King dissented and issued statement. Ann. July 27.

■ By order, commission (1) denied exceptions of KCRA Inc. (KCRA) Sacramento, Calif., and (2) made effective March 29 initial decision and granted application of Los Banos, Bcstg. Co. for new am station to operate on 1330 kc, 500 w, D, in Los Banos, Calif.; engineering condition. Comr. King not participating. Ann. July 27.

INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications of Eastern States Bcstg. Corp. to change frequency of station WSNJ-FM Bridgeton, N.J., from 98.9 mc to 107.7 mc and increase ERP from 9 kw to 15.2 kw, Bulletin Co. for new class B fm station to operate on 98.9 mc, ERP 4.60 kw and ant. height 840 ft., in Philadelphia, Pa. conditioned that program tests will not be authorized until WSNJ-FM begins program tests on 107.7 mc and license to Bulletin shall not be issued until WSNJ-FM is licensed on 107.7 mc; and Pillar of Fire Inc., to increase radiated power of WAWZ-FM Zarephath, N.J., from 4.8 kw to 20 kw, operating on 99.1 mc. Ann. July 27.

OTHER ACTIONS

■ Commission invited comments by Aug. 22 to proposed rulemaking to amend sec. 3.40 of broadcast rules to specify single level for allowable noise and hum in am trans. It would specify that same be at least 45 decibels below 100% modulation for such trans. This proposal would minimize need for complex measuring equipment and permit more uniformity in making measurements to determine rule compliance. Ann. July 21.

■ By memorandum opinion and order, commission denied petition by Radio Station KBLA for waiver of sec. 1.354(c) to permit expeditious consideration of its application for mod. of cp of KBLA Burbank, Calif., to change from DA-1 to DA-2, on 1500 kc, 10 kw, unl. (Station is licensed on 1490 kc, 250 w, unl.)

■ By memorandum opinion and order, commission denied petition by Ridge Radio Corp. for reconsideration and oral argument directed against April 27 action which (1) denied Ridge request to consolidate its application for new am station to operate on 1350 kc, 1 kw, D, in Windber, Pa., in hearing with other mutually exclusive applications and (2) dismissed Ridge application for untimely filing. Ann. July 21.

■ Granted SCA's for following stations to engage in multiplex transmission of background music and material related to operation of other fm-am stations: Westinghouse Bcstg Co., (KDKA-FM) Pittsburgh, Pa.; Mt. Washington TV Inc. (WMTW-FM) Mt. Washington, N.H. Ann. July 21.

■ Granted SCA's for following stations to engage in multiplex transmission of background music and material related to operation of fm stations: CHE Bcstg Co. (KHFM) Albuquerque, N.M.; Twin Valley Bcstrs. Inc. (WTVB-FM) Coldwater, Mich. and Wachusett Bcstg. Corp. (WFGM-FM) Fitchburg, Mass. Ann. July 21.

■ By orders, commission granted petition by Marietta Bcstg. Inc. (KERO-TV, ch. 10) Bakersfield, Calif., to extent of extending time from Aug. 8 to Sept. 6 for filing comments and from Aug. 22 to Sept. 21 for reply comments in tv rulemaking affecting Bakersfield, Calif. and granted KERO-TV petition for extension of time to respond to related show cause order to Sept. 6. Comrs. Bartley and Lee dissented to extension of time. Ann. July 21.

■ By memorandum opinion and order, commission denied petition by KERO-TV to set aside or suspend show cause order and rendered moot its request for stay of requirement to respond to that order by Aug. 8. Ann. July 21.

■ By report and order, commission finalized rulemaking and amended sec. 3.71, 3.261 and 3.651 of its rules governing minimum operating requirements for broadcast stations so as to (1) enable daytime-only am stations to sign-off air at 6 p.m., and (2) not require notification by am, fm and tv stations of operation stoppages because of technical difficulties when such stoppages

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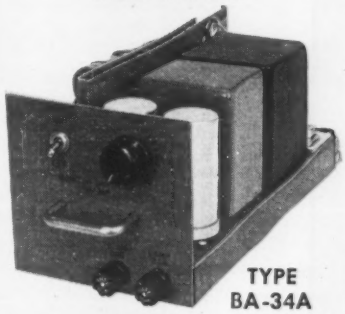

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are of such short duration that minimum hour requirements can still be met. It should be pointed out that this applies only in seasons when local sunset is later than 6 p.m. It does not permit their operation after sunset in those months when local sunset occurs prior to 6 p.m. Ann. July 21.

■ By memorandum opinion and order, commission granted petition by TBC Inc., to the extent of adding waiver-determination issue in connection with its application for a new tv station to operate on ch. 13 in Panama City, Fla., which is in consolidated hearing with similar application of Bay Video Inc. Comr. Lee dissented in part and concurred in part and issued statement; Comr. King not participating. Ann. July 27.

■ By decision, commission granted application of Balley Bcstg Co. for new am station to operate on 1150 kc, 1 kw, DA, D, in Lehighton, Pa., and denied application of Miners Bcstg Service, Inc., for same facilities in Kingston, Pa. Comrs. Bartley and King not participating. Oct. 2, 1959 initial decision looked toward this action. Ann. July 27.

■ By decision, commission granted application of Tri-County Bcstg Corp. for new am station to operate on 1590 kc, 500 w, DA, D, in Plainfield, N.J., and denied applications of Broadcasters Inc., for same facilities in South Plainfield, N.J. and Eastern Bcstg Co., to increase daytime power of WDRF Chester, Pa., from 1 kw to 5 kw, continuing operation on 1590 kc, 1 kw-N, DA, N. Chmn. Ford and Comrs. Bartley and King not participating. Sept. 21, 1959 initial decision looked toward this action. Ann. July 27.

■ By decision, commission granted application of Newark Bcstg. Corp for new class B fm station in Newark, N.J., to operate on 100.3 mc with ERP 20 kw and ant. height 337 ft., engineering conditions, and denied competing application of Loew's Theatres Bcstg. Corp. seeking same frequency in New York, N.Y., with ERP 19 kw and ant. height 514 ft. Chmn. Ford and Comrs. Bartley and King not participating. Oct. 8, 1959 initial decision looked toward this action. Ann. July 27.

■ Commission scheduled oral argument at 9:30 a.m., on Sept. 23 on 23 applications for extension of time to construct uhf tv statons, pursuant to hearing order of June 11. Applicants are: WERE-TV Cleveland, Ohio; WNLC-TV New London, Conn.; WCBF-TV Rochester, N.Y.; WELI-TV New Haven, Conn.; WAZL-TV Hazleton, Pa.; WCIN-TV Cincinnati, Ohio; WFOX-TV Milwaukee, Wis.; WQCY Allentown, Pa.; WHCU-TV Ithaca, N.Y.; WBID-TV Detroit, Mich.; WTOH-TV Toledo, Ohio WHLS-TV Port Huron, Mich.; WMCN Grand Rapids, Mich. WBMG Birmingham, Ala.; WLAN-TV Lancaster, Pa.; WRAK-TV Williamsport, Pa.; WAMT Memphis, Tenn.; WTMV Utica, N.Y.; KMPT-TV Oklahoma City, Okla.; KMYR Los Angeles, Calif.; KTRB-TB Modesto, Calif., WEHS-TV Chicago, Ill., and KFMX-TV San Diego, Calif. Ann. July 27.

■ Commission on July 27 directed preparation of document looking toward granting application of James A. Noe to change facilities of KNOE Monroe, La., from 1390 kc, 5 kw, DA, N, unl. to 540 kc, 1 kw-N, 5 kw-LS, DA-2, ad denying application of B.J. Parrish for new am station to operate on 54 kc, 1 kw, D, in Pine Bluff, Ark. June 27, 1957 initial decision looked toward this action. Ann. July 27.

■ Commission on July 27 directed preparation of document looking toward denying petitions by Price Bcstrs. Inc., and Monocacy Bcstg. Co., for reconsideration of March 25 decision which granted application of Times and News Publishing Co. to change facilities of WGET Gettysburg, Pa., from 1450 kc, 250 w, unl. to 1320 kc, 500-w-N, 1 kw-LS, DA-2, and which denied applications of Monocacy Bcstg. Co. and Price seeking new stations on 1320 kc in Gettysburg and Frederick, Md., respectively. Ann. July 27.

■ Commission on July 27 directed preparation of document looking toward granting (1) applicatoin of W.D. Frink, tr/as Jefferson Radio Co., for new am station to operate on 1480 kc, D, in Irondale, Ala., and (2) petition by Bessemer Bcstg. Co., to dismiss without prejudice its application to change facilities of WEZB Bessemer, Ala., from 1450 kc, 250 w, unl. to 1480 kc, 5 kw, D. Supplemental initial decision of Feb. 9 looked toward this action. Ann. July 27.

■ By decision, commission granted application of Liberty Tv Inc., for new tv station to operate on ch. 9 in Eugene, Ore., and denied competing application of KEED Inc. Chmn. Ford and Comr. King not participating. Sept. 28, 1959 initial decision looked toward this action. Ann. July 27.

■ By order, commission stayed effectiveness of June 9 initial decision which looked toward granting application of International Good Music Inc., for new class B fm station to operate on 103.7 mc in San Diego, Calif. pending commission review. Comr. Craven dissented. Ann. July 27.

Little Rock Wire

Commission addressed telegram to KARK-TV, KATV (TV) and KTHV (TV), all Little Rock, Ark., requesting full statement regarding compliance with Sec. 315 of Communications Act. Telegram stated, "It would appear from information available to commission that your plans for coverage of Republican National Convention compared with your coverage of Democratic National Convention do not comply with . . . Sec. 315." Comrs. Craven and Cross dissented with statements. Comr. Bartley concurred in part. Full story appears on Page 64.

■ By memorandum opinion and order, commission denied petition by Historyland Radio, Fredericksburg, Va., for reconsideration of Jan. 27 decision which granted application of Star Bcstg. Corp. for new am station to operate on 1350 kc, 500 w, D, in Fredericksburg, and denied similar application of Historyland. Comr. King not participating. Ann. July 27.

■ By decision, commission (1) granted protest by Springfield Tv Bcstg. Corp. (WWLP ch. 22) Springfield, Mass., and (2) denied application of Triangle Publications Inc., for mod. of cp of station WNHC-TV (ch. 8) New Haven, Conn., to change trans. location and increase ant. height from 720 to 770 ft. Comrs. Craven and Cross dissented; Comr. King not participating. July 2, 1958 initial decision looked toward reinstating Oct. 30, 1957 grant of WNHC-TV application which had been stayed pending protest hearing. Ann. July 27.

By separate memorandum opinion and order in above proceeding, commission dismissed as moot Springfield's petition to withhold action, and denied requests of Triangle to take official notice of certain applications of Springfield. Comrs. Craven and King not participating. Ann. July 27.

■ By memorandum opinion and order, commission granted petition by WPET Inc. (formerly Guilford Advertising Inc.), and deleted program issue relating to its application to change operation of WPET Greensboro, N.C., from 500 w, D, to 5 kw, DA-2, unl., on 950 kc, which is in consolidated hearing. Comr. King not participating. Ann. July 27.

■ By memorandum opinion and order, commission denied petition by Broadcast Bureau for reversal of examiner's ruling granting Heart of America Bcstrs. Inc., leave to amend its application to change principal city of station KUDL from Kansas City, Mo., to Fairway, Kans., reduce proposed daytime power from 1 kw to 500 w, and make pattern changes. Comr. King not participating. Ann. July 27.

■ By memorandum opinion and order, commission denied petition by WDUL Tv Corp. for reconsideration and grant without hearing its application to change trans. and studio locations of station WHYZ-TV (ch. 10), Duluth, Minn., make changes in ant. system and increase ant. height from 800 to 980 ft. Comrs. Hyde and King not participating. Ann. July 27.

■ By memorandum opinion and order in proceeding on protest by Valley Telecasting Co. (KIVA ch. 11) Yuma, Ariz., to grant of applications of Antennavision Service Co., for cps for fixed stations at Oatman Mountain and Telegraph Pass, Ariz., to carry signals of Phoenix tv stations for delivery to a catv system in Yuma, commission (1) denied KIVA appeal from examiner's ruling permitting Antennavision to amend its applications by submitting additional financial and receiver and trans. site information and (2) denied petition by Antennavision for reconsideration of commission's dismissal of pleadings containing scandalous and impertinent material, and dismissed resubmitted expurgated pleadings. Comrs. Bartley and King not participating. Ann. July 27.

■ By memorandum opinion and order, commission, on petition by Rossmoyne Corp., applicant for new am station on 940 kc, 1 kw, D, in Lebanon, Pa., severed group 3 applicants from 31-party consolidated hearing, and retained severed applicants in separate hearing on issues specified as to them. In addition to Rossmoyne, severed applicants are: Michigan Bcstg. Co. (WBCK) Battle Creek, Mich.; Seven Locks Bcstg. Co., Potomac, Md.; Radio Virginia Inc. (WXGI) Richmond, Va., WPET Inc. (WPET) Greensboro, N.C.; Tidewater Bcstg. Co., Smithfield, Va.; CABA Bcstg. Co., Baltimore, Md.; Edwin R. Fischer, Newport News, Va.; Catonsville Bcstg. Co., Catonsville, Md., and Tenth District Bcstg. Co., McLean, Va.

■ By memorandum opinion and order, commission denied petition by Charles H. Chamberlain for review and reversal of examiner's denial to Mr. Chamberlain to amend his application for new am station in Urbana, Ohio, to reduce power from 1 kw, non-directional, to 500 w, directional operation; also denied Mr. Chamberlain's petition to accept supplemental pleading. Comrs. Bartley and King not participating. Ann. July 27.

Routine Roundup

ACTIONS ON MOTIONS

By Chairman Frederick W. Ford

■ Granted motion by Triangle Publications Inc. (WNHC-TV) New Haven, Conn., to correct transcript of oral argument in proceeding on its application. Action July 20.

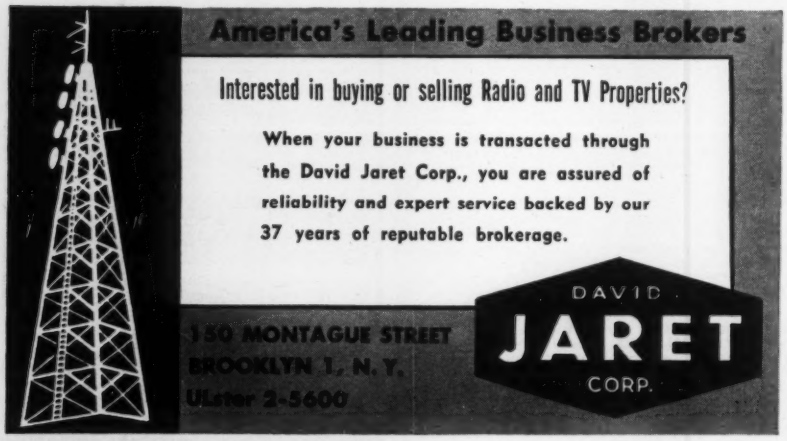
By Commissioner T.A.M. Craven

■ Granted petition by Taft Bcstg. Co., Houston, Tex., and extended to Aug. 1 time to reply to Broadcast Bureau's opposition to Taft's petition for reconsideration and grant of its am application and that of M-L Radio Inc. (KMLW) Marlin, Tex. Action July 20.

■ Granted petition by Eastern Connecticut Bcstg. Co. (WICH) Norwich, Conn., and extended to July 18 time to file replies to exceptions in proceeding on am application of Suburban Bcstg. Co. (WVIP) Mount Kisco, N.Y. Action July 19.

■ Granted petition by Brennan Bcstg. Co., Jacksonville, Fla., and extended to Aug. 8 time to reply to response of Broadcast Bureau to petition for reconsideration and rehearing in proceeding on its am application. Action July 21.

■ Granted petition by Suburbanaire Inc., West Allis, Wis., for leave to amend its am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application by substitution of Messrs. McKenna and Stevens for Messrs. Wilmanns and Dickinson; application in consolidated hearing with Watertown Radio Inc. (WTTN) Watertown, Wis. Action July 22.

■ Granted petition by Minnesota Radio Co., Hopkins-Edina, Minn., and extended to July 26 time to file exceptions to initial decision in proceeding on its am application, et al. Action July 27.

■ Granted petition by WTTT Inc. (WTTT) Arlington, Fla., and extended to Aug. 15 time to respond to petition for enlargement of issues by Whiteville Bcstg. Co., in proceeding on WTTT's am application, et al. Action July 22.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled following hearings on the dates shown: Oct. 3—am applications of W. R. Frier, (WBHF) Cartersville, Ga.; North Georgia Radio Inc. (WBLJ) Dalton, Ga., et al.; Skyline Bcstrs. Inc., Klamath Falls, Ore., et al.; Oct. 5—Norman A. Thomas, Greeneville, Tenn., et al.; Hennepin Bcstg. Assoc., Minneapolis, Minn., et al.; Oct. 17—Altus Bcstg. Co. (KWHW) Altus, Okla., et al.; tv applications of Circle L Inc., et al for new tv stations to operate on ch. 4 in Reno, Nev. Action July 19.

■ Denied motion by Kentuckiana Tv Inc., to assign new hearing examiner in proceeding on its application for new tv station to operate on ch. 51 in Louisville, Ky., et al. Action July 21.

■ Granted petition by Elizabeth G. Coughlan for dismissal without prejudice her application for new fm station in Highland Park, Ill. retained in hearing status remaining application in consolidation. Action July 20.

■ Granted petition by Service Bcstg. Co. and extended from July 22 to July 29 time for filing engineering exhibits in proceeding on its application for new am station in Concord, Calif. Action July 20.

■ Denied motion by M.W. Cooper, Midwest City, Okla., for continuance of July 28 further hearing in proceeding on its am application, et al. Action July 26.

■ Granted petition by Upland Bcstg. Co., Upland, Calif., and reconsidered and set aside order of July 7 dismissing petitioners' application with prejudice, and dismissed without prejudice said am application; application was in consolidated hearing. Action July 25.

By Hearing Examiner Basil P. Cooper

■ Granted joint motion by Supreme Bcstg. Co. of Puerto Rico and Radio American West Indies Inc., and continued July 25 hearing to Sept. 22 in Christiansted, St. Croix, V.I., tv ch. 8 proceeding. Action July 21.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Belton Bcstrs. Inc., and scheduled hearing for July 22 at 9:30 a.m., in proceeding on its application for new am station in Belton, Tex., et al. Action July 21.

By Hearing Examiner Charles J. Frederick

■ Because of pendency of petition for dismissal by one of parties, which petition, if granted, would render comparative issues moot, cancelled July 20 prehearing conference in proceeding on fm applications of Elizabeth G. Coughlan and North Suburban Radio Inc., both Highand Park, Ill. Action July 19.

■ Granted petition by Air Transport Assoc. and those parties categorized as "Aeronautical Intervenors" and extened to July 25 time to file reply findings and conclusions in proceeding on application of WHAS Inc. (WHAS-TV) Louisville, Ky., to change trans. and ant. location; parties are on notice that this extension of time is positively last extension of time which will be granted for this or any ancillary purpose in this proceeding while it is within hearing examiner's jurisdiction. Action July 18.

■ Ordered that at July 28 prehearing conference, oral argument will be heard on question of granting petition for leave to amend by M. Earlene Stebbins, Skokie, Ill., in proceeding on fm application, et al. Action July 20.

By Hearing Examiner Millard French

■ Granted request by applicants and continued to date to be set by subsequent order hearing scheduled for July 25 in proceeding on applications of Suburban Bcstg. Co., and Camden Bcstg. Co., for new fm stations in Mount Kisco, N.Y., and Newark, N.J. Action July 22.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreements reached by parties at July 21 prehearing conference, scheduled certain procedural dates in proceeding on am application of Mercury Bcstg. Colorado Springs, Colo.; continued Sept. 15 hearing to Oct. 3. Action July 21.

■ Reopened record and received in evidence "Exhibit 5, KPAP" as applicant's exhibit 5 and closed record in proceeding on am application of High Fidelity Stations Inc. (KPAP) Redding, Calif.; proposed findings of fact and conclusions of law to be filed on or before Aug. 12 and reply pleading on or before Aug. 29. Action July 21.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau and accepted its late filing of proposed findings of fact and conclusions of law in proceeding on am application of Booth Bcstg. Co. (WTOD) Toledo, Ohio. Action July 22.

■ Dismissed as moot petition by T.I. Moseley, Denver, Colo., for leave to amend his am application (dismissed without prejudice by order of chief hearing examiner released July 19), and dismissed as moot also oppositions thereto by Boulder Radio, Radio KBOL Inc., and by Broadcast Bureau; application was in consolidated proceeding. Action July 22.

■ Scheduled further hearing (group B and C) for 9:30 a.m., July 27, in proceeding on am applications of Rollins Bcstg. Inc., (WBEE) Harvey, Ill., et al. Action July 25.

By Hearing Examiner Jay A. Kyle

■ On own motion, scheduled oral argument for 9:30 a.m., July 21, on petition by WENT Bcstg. Corp., Gloversville, N.Y.; for continuance of hearing date in proceeding on application of Martin Karig for new am station on Johnstown, N.Y. Action July 20.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled further hearing for 2 p.m., July 21, in proceeding on am applications of Newport Bcstg. Co., and Crittenden County Bcstg. Co., both West Memphis, Ark. Action July 20.

■ Ordered that transcript of record is corrected in various respects in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action July 20.

■ Denied petition by Simon Geller for leave to amend his engineering proposal in application for new am station in Gloucester, Mass., and rejected amendment. Action July 22.

■ Granted petition by Suburban Bcstg. Co., Jackson, Wis., and scheduled further hearing for Sept. 1 in proceeding on its am application, et al. Action June 26.

By Hearing Examiner Herbert Sharfman

■ On own motion, continued prehearing conference from July 25 to Sept. 16 in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action July 19.

■ Scheduled session for consideration of cases of all groups in conjunction with group I session already scheduled for July 27 in proceeding on am applications of Cookeville Bcstg., Co., Cookeville, Tenn., et al. Action July 19.

■ Granted petition by WSTV Inc. (WPAR and WPAR Inc.) Parkersburg, W. Va., for leave to amend its fm application to reflect recent assignment of WPAR license from WSTV Inc. to WPAR Inc. and to substitute WPAR Inc., as applicant, in place of WSTV Inc.; application in consolidated hearing. Action July 21.

■ Granted petition by Mid-America Bcstrs. Inc. (KOBY) San Francisco, Calif., for leave to make engineering amendments to its am application in consolidated hearing. Action July 25.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of counsel arrived at during July 18 prehearing conference, scheduled hearing for Oct. 4 in proceeding on am application of Ralph J. Silkwood, Klamath Falls, Ore. Action July 18.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 22

KAST Astoria, Ore.—Granted involuntary relinquishment of positive control by **T. R. Gamble** and **C. Howard Lane** (business privity) through death of **T. R. Gamble.**

KLYD-AM-FM Bakersfield, Calif.—Granted assignment of license and cp to **Kern County Bcstg. Co.**

KIUP Durango, Colo.—Granted assignment of license to **KIUP Inc.**

KRSN-AM-FM Los Alamos, N.M.—Granted assignment of licenses to **Community Bcstg. Co.**

WGHN Grand Haven, Mich.—Granted cp to change ant-trans. location, make changes in ant. system (decrease height), ground system, and install new trans; condition.

WMAX Grand Rapids, Mich.—Granted cp to make changes in ant. system (replace am tower, sidemount fm ant., etc., increase height) and make changes in ground system; conditions.

KRES St. Joseph, Mo.—Granted cp to install auxiliary trans. (composite); remote control permitted while using non-DA.

KOA Denver, Colo.—Granted cp to install auxiliary trans. (main trans. location).

KVOO Tulsa, Okla.—Granted cp to install new trans.

WVOL Berry Hill, Tenn.—Granted cp to install auxiliary trans. (main trans. location).

KAIM-FM Honolulu, Hawaii—Granted cp to increase ERP to 38 kw, change ant. height to minus 24 ft., install new trans. and new ant. and make changes in ant. system; conditions.

WMVS-TV Milwaukee, Wis.—Granted cp to change ERP to vis. 316 kw, aur. to 158 kw, type trans. changes in equipment; ant. 740 ft.

KWBC Navasota, Tex.—Granted mod. of cp to change type trans. and make changes in trans. equipment.

WETT Ocean City, Md.—Granted mod of cp to change type trans.

KLIX Twin Falls, Idaho—Granted mod of cp to change type trans.

WBMT Black Mountain, N.C.—Granted mod. of cp to change type trans. and changes of frequency and modulation monitors.

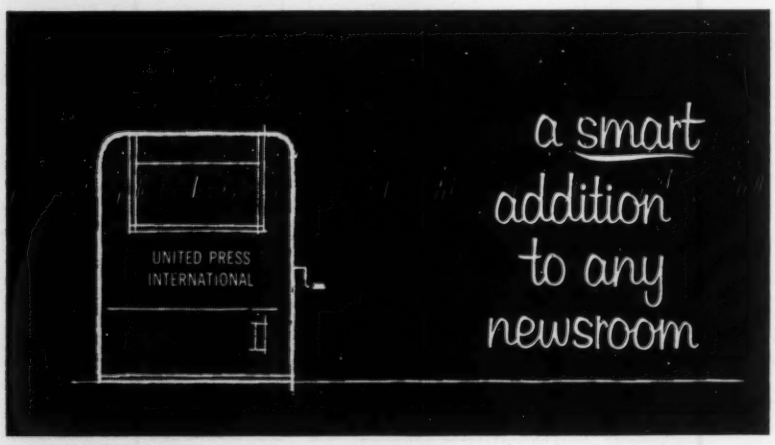
KVKM Monahanns, Tex.—Granted mod. of cp to change type trans. remote control permitted while using non-DA.

KBOW Butte, Mont.—Granted mod of cp to change trans.

WINQ Tampa, Fla.—Granted mod. of cp to change maximum expected operating values.

KCLU Rolla, Mo.—Granted mod. of cp to change type trans. and type monitors and specify studio location and remote control point.

KIFI Idaho Falls, Idaho—Granted extention of completion date to Nov. 30.



WSEB Sebring, Fla.—Granted authority to operate from sign-on at 7 a.m. to sign-off at 9 p.m. for period beginning July 18 and ending Sept. 17.

Actions of July 21

WJBL Holland, Mich.—Granted cp to change ant.-trans. location, make changes in DA system (increase height) and make changes in ground system.

KDOT Reno, Nev.—Granted cp to install new trans.

WMBM South Miami, Fla.—Granted cp to install auxiliary trans. (main trans. location).

WDSU New Orleans, La.—Granted cp to change ant.-trans. location and auxiliary trans. (main trans. site).

KVOO Tulsa, Okla.—Granted cp to install auxiliary trans. (main trans. location).

WOOK Washington, D.C.—Granted cp to change ant.-trans. location, studio and remote control locations and make changes in ant. and ground systems; condition.

KNIA Knoxville, Iowa—Granted mod. of cp to change type trans.

KXXI Golden, Colo.—Granted extension of authority to Oct. 29 to remain silent.

WBTL Farmville, N.C.—Granted extension of authority to Sept. 20 to remain silent.

Actions of July 20

WEXL, WHGR, WOMC Royal Oak, Houghton Lake and Detroit, Mich.—Granted relinquishment of positive control by **Jacob B. Sparks** through gift of stock by **Jacob B. Sparks** to **Garnet G.** and **Gordon A. Sparks.**

WAPI-AM-FM-TV Birmingham, Ala.—Granted assignment of licenses and cps to **Newhouse Bcstg. Corp.**

KBLU Yuma, Ariz.—Granted assignment of license to **Robert William Crites** tr/as **Desert Bcstg. Co.**

WIRE Indianapolis, Ind.—Granted assignment of license to **WIRE Bcstg. Co.**

KPEN (FM) San Francisco, Calif.—Granted assignment of cp and license to **Pacific Fm Inc.**

WRMS Beardstown, Ill.—Granted license for am station and specify studio location.

WXMT Merrill, Wis.—Granted license for am station.

K73AR The Dalles, Ore., and Goldendale, Wash.—Granted license for tv translator station.

WISM Madison, Wis.—Granted license covering increase in daytime power, changes in DA system and ground system and installation new trans.

WHNY McComb, Miss.—Granted license covering installation of new trans.

KSAN San Francisco, Calif.—Granted licenses covering installation of new trans. and use old main trans. as auxiliary trans. (present main trans. location), and remote control operation; without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

KDAY Santa Monica, Calif.—Granted license to use old main trans. (present main trans. location) for auxiliary purposes only and employing DA-D; without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

KNX Los Angeles, Calif.—Granted cp to install new type trans.; without prejudice to such action as commission may deem warranted as result of final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

Kalamazoo Bcstg. Co., Kalamazoo, Mich.—Granted mod. of cp to change type trans. and make changes in trans. equipment.

WAND-FM Canton, Ohio—Granted mod. of cp to increase ant. height to 340 ft., change type trans. and make changes in ant. system; ERP 27.5 kw; condition.

WGLM (FM) Richmond, Ind.—Granted mod. of cp to increase ERP to 37 kw, change type ant. and make changes in ant. system.

WSOO Sault Ste. Marie, Mich.—Granted mod. of cp to use RCA type BTA-1R trans. for both day and night operation (one main trans.) with remote control operation of trans.

WWIL Fort Lauderdale, Fla.—Granted mod. of cp to change daytime and nighttime ant.-trans. site back to licensed location.

Dowagiac Bcstg. Co., Dowagiac, Mich.—Granted mod. of cp to change type trans. and make changes in trans. equipment.

WELG (FM) Elgin, Ill.—Granted mod. of cp to change name to **Citadel Bcstrs.**

WHAN Haines City, Fla.—Granted mod. of cp to change type trans. and changes in ground system.

KMUZ (FM) Santa Barbara, Calif.—Granted mod. of cp to change type trans. and new ant. and make changes in trans. equipment; condition.

WAAM-FM Parkersburg, W. Va.—Granted extension of authority to Oct. 31 to remain silent.

■ Following stations were granted extensions of completion dates as shown: WSIU-TV Carbondale, Ill. to January 18, 1961; KSOO-TV Sioux Falls, S.D. to September 1, and KLAN Lemoore, Calif. to August 31.

Actions of July 19

WJOB Hammond, Ind.—Granted acquisition of negative control by **Julian Colby** through purchase of stock from **David Smerling**; without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

■ Granted licenses for following tv translator stations: K70BW Lihue, Kauai, Hawaii; K76BA Libby, Mont.; K80AT Wheeler County, Tex.

K73AE Redmond, Ore.—Granted license covering changes in tv translator station.

KSIB Creston, Iowa—Granted license covering installation of new type trans.

K78AH Joplin, Chester, Inverness and Rudyard, Mont.—Granted license covering changes in tv translator station; ERP 172 .

KE-7134 Scottsbluff, Neb.—Granted cp and license for new tv pickup station.

WMTW-TV Poland Spring, Me.—Granted cp to install new ant. system (50 ft. old ant. site), make changes in equipment; ERP vis. 86.1 kw, aur. 43.1 kw, ant. 3,850 ft.

WTRN Tyrone, Pa.—Granted cp to replace expired permit which authorized change of frequency, hours of operation, decrease power and install new trans.

WEIR Weirton, W. Va.—Granted cp to install new trans.

KVNA Flagstaff, Ariz.—Granted cp to install alternate main trans. at present main trans. location, DA-N; remote control permitted while using non-DA.

KFSA Fort Smith, Ark.—Granted cp to change type trans. same location and facilities.

***KANU (FM) Lawrence, Kans.**—Granted cp to install new ant. increase ERP to 105 kw; ant. 570 ft.

KINY Juneau, Alaska—Granted cp to install new trans.

KRLD-FM Dallas, Tex.—Granted cp to increase ERP to 59 kw; increase ant height to 1,680 ft.; change trans. location, install new type ant. and make changes in ant. system.

WTTN Watertown, Wis.—Granted cp to change ant.-trans. location, install new trans. and make changes in ant. (decrease height) and new ground system; condition.

WFBG Altoona, Pa.—Granted cp to install new trans. as auxiliary trans.

WQXT-FM Palm Beach, Fla.—Granted cp to increase ERP to 37 kw and install new type trans.

WLDM (FM) Detroit, Mich.—Granted cp to install new trans. and new ant. (at main trans. location), as auxiliary trans.; ERP 100 kw, ant. 350 ft.

WDJK (FM) Atlanta, Ga.—Granted mod. of cp to change frequency to 94.1 mc.

WIBF (FM) Jenkintown, Pa.—Granted mod. of cp to change type trans. and type ant. and make changes in transmission line.

■ Following stations were granted extensions of completion dates as shown: KFBR (TV) Farmington, N.M. to Jan. 16, 1961; WIRM (TV) Iron Mountain, Mich. to Jan. 12, 1961; KMA (FM) Shanandoah, Iowa to Oct. 2.

Action of July 18

WEKR Fayetteville, Tenn.—Granted assignment of license to **G. Paul Crowder** and **Irene C. Norman**, executors of estate of **John R. Crowder**, deceased and **James Porter Clark** d/b under same name.

WLDM (FM) Detroit, Mich.—Granted cp to increase ERP to 145 kw, decrease ant. height to 410 ft., change type trans. and type ant. and make changes in ant. system.

American Bcstg.-Paramount Theatres Inc., New York, N.Y.—Granted cp to make changes in low power station.

WIRE Indianapolis, Ind.—Remote control permitted while using non-DA.

KIVY Crockett, Tex.—Granted authority to sign-off at 6 p.m. for period ending Sept. 30.

Action of July 15

WDSC Dillon, S.C.—Granted authority to sign-on at 6 a.m. and sign-off at 6 p.m. for period ending Sept. 30.

PETITION FOR RULEMAKING

President and Fellows of Harvard College (Harvard U.) Cambridge, Mass.— Requests amendment of parts 3, 4, 5, 6, 7, 9, 10, 11, 16, 20 and 21 of rules to provide protection from radio interference for radio astronomy station of Harvard College Observatory, Fort Davis, Tex., by addition of new sections in each of these parts in substantially following form:

Section——: In order to minimize possible harmful interference at radio astronomy station of Harvard College Observatory, Fort Davis, Tex., any applicant for station authorization (other than mobile temporary base, temporary fixed, Citizens Radio Civil Air Patrol, or amateur) seeking station license or cp to construct new station or to modify existing station license in manner which would change either frequency, power, ant. height or directivity or location of such station, if it is proposed to operate such new or modified station at frequency of 25 mc or higher, and if such station is to be located within area bounded by 31° 30′ N on north, 103° 00′ on east, 30° 00′ N on south, and 105° 00′ W on west shall, at time of filing such application with commission, simultaneously notify radio astronomy station of Harvard College Observatory, Fort Davis, Tex., of technical particulars of proposed station. Such notification shall include geographical co-ordinates of ant., ant. height, ant. directivity if any, proposed frequency, type of emission, and power. In addition, applicant shall indicate in application to commission date notification was made to radio astronomy station. After receipt of such applications, commission will allow period of thirty (30) days for comments or objections in response to notifications indicated. If objection to proposed operation is received during thirty day period from radio astronomy station of Harvard College Observatory, commission will consider all aspects of problem and take whatever action is deemed appropriate.

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Help Wanted—Management

Manager am-tv station in medium market listed by TV Magazine as one of 100 fastest growing in U.S.A. 5 station group. Sales and administrative leader. Send full details. Box 355B, BROADCASTING.

Wanted, genuine sales manager: $600 Guarantee plus commission. Last three years this position has paid excess of $10,000 annually. Small midwest single station market. If you can sell and handle salesmen, send complete resume to Box 455B, BROADCASTING.

Mid-south chain—4 top rated stations—has opening one salesman with management potential—30-40—married. Guaranteed—moving expenses—rapid advancement for producer. Send resume, photo first letter. Box 481B, BROADCASTING.

Station manager for top fifty market. Must be willing and able to purchase minority stock. Box 540B, BROADCASTING.

Sales

Salesman—Mid-Atlantic top rated fulltimer (not a juke box operation) desires salesman who can sell at rate card. Mail resume and financial requirements to Box 163B, BROADCASTING.

Salesman. Unusual opportunity in Florida with number one rated regional fulltimer. Excellent opportunity to move up. Guaranteed salary, fringe benefits. Give references; tell all in first letter. Box 298B, BROADCASTING.

Need combination salesman-announcer. Prefer married man. Good music—salary plus commision. Write or call. Good opportunity good man. Box 445B, BROADCASTING.

Mid-south chain. See our ad under manageman. Box 481B, BROADCASTING.

Self-starting salesman with good experience references to sell captive foreign language audience, entire San Francisco Bay area. Starting salary open, plus incentive bonus. Furnish detailed information as to experience, age and other personal data to KLOK, 10 kw, Route 3, Box 327B, San Jose, California in the heart of the nation's fastest growing county.

Top salesman for 5,000 watt on 970 kc. Mail full details to Manager L. Gould, KQAQ, P.O. Box 481, Austin, Minn.

Sales representative, young, energetic, with proven record. Advancement assured based on accomplishment with leading area station just granted power increase. Ideal working, living conditions. All company benefits. Give full resume, references. General Manager, WENY, Elmira, N.Y.

If you like nice weather and the "good life," try Arizona, California or Florida. But, if you like and need lots of money, contact Lou Borgatti, 5 kw, WGUY, Bangor, Maine. Commissions go up to 30% on $1,500.00 weekly billing! (Guaranteed draw.) Only strong, reliable time salesman need apply.

W-RIP . . . Chattanooga needs 2 experienced salesmen . . . Terrific opportunity.

Wanted, a young man with drive and ambition. Experienced in radio sales and programming. Robert G. Jennings & Assoc., 64 East 55th St., New York 22, N.Y.

Announcers

Like adult radio? West Michigan 24-hour am-fm station has opening for intelligent, mature, stable announcer who can handle equipment and classical music. Personal interview preferred. Send tape, resume to Box 283B, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Have immediate opening for good announcer with right attitude and ability. No floaters, not top 40 operation. Box 722A, BROADCASTING.

Progressive, production-minded station, central Ohio, desires announcer with first phone. Salary commensurate with ability; fringe benefits. State qualifications, salary requirements. Box 351B, BROADCASTING.

Have immediate opening for experienced all-around man. Strict music policy. Located in mid-west. Salary open. Please send tape, picture and resume first letter. Write Box 375B, BROADCASTING.

Boston calling swinging deejay for modern radio format with personality. Versatile—some news. Tape, resume, Box 404B, BROADCASTING.

Opportunity for mature radio announcer seeking permanent position. Exceptional benefits in return for reasonant voice and highly professional style. Midwestern CBS basic radio-tv, outstanding community. Send tape and photograph immediately, all inquiries answered. Box 417B, BROADCASTING.

Iowa kilowatt indie needs two experienced, versatile staff anonuncers, good voices, friendly style imperative. $100.00 start. Box 448B, BROADCASTING.

Wanted: Combination man. We need an announcer with a first class engineering license. We would prefer someone with maintenance ability, but this is not a requisite. Position opened in western Pennsylvania, 1,000 watt daytime station affiliated with a fast growing chain. Box 474B, BROADCASTING.

Announcer-first phone, wanted by 5 kw Michigan regional. No maintenance required, but good on air. Will consider beginner, if there's potential. Box 486B, BROADCASTING.

Wanted: Competent staff announcer. Minimum five years experience with capable news background. Medium market, mobile units, strong local news. Send complete resume to Box 495B, BROADCASTING.

Virginia kilowatt daytimer wants experienced announcer with first phone. Start $100 per week. Box 498B, BROADCASTING.

Needed at once, swinging first phoner for modern music station in the great southwest. Market with population of quarter million. Number one station belonging to chain. Top salary, benefits, excellent working conditions. Box 524B, BROADCASTING.

Announcer with first phone, emphasis on announcing. High starting pay, immediate opening. Send tape, resume and picture to Joe Turbyfill, KBAN, Box 324, Bowie, Texas.

Announcer, preferably with 1st phone, 5000 watt station. KCFA, Box 8024, Spokane, Washington.

Top-notch combo man who can do maintenance, or experienced format deejay for number one station in market. Rush tape, resume to P.D., KRUX, Sahara Hotel, Phoenix, Arizona.

Top pay—for experienced announcer with 1st phone. No maintenance. Immediate opening. Good job. Hot station . . . small town. Contact General Manager, Radio KUVR, Holdredge, Nebraska.

Minnesota regional station wants news director. Announcing experience necessary. Good salary. KTOE, Mankato, Minn.

Suburban Chicago—Good music format. Must be experienced. Complete details to Wheeler, WEAW, Evanston, Illinois.

Help Wanted—(Cont'd)

Announcers

Announcers, here is the opportunity you have been waiting for! If you have been announcing at least 2 years or more, take pride in your work, love announcing, production and everything that comes with a first class station, there is a job available for you. Work with permanent type fully capable radio people, in one of the South's most modern stations in a growing, progressive 2 station market. Must be versatile, experienced! Top pay for right man . . . preferably from the Carolinas. Personal interview required. Contact Clay Cline, WDBM, Statesville, N.C. Telephone TR 2-2455.

Newsman-announcer, with news of primary concern. Excellent pay, fringe benefits. Require stable, reliable person. Send audition tape, background resume, photo immediately to Bill Frink, WIMA, Lima, Ohio.

Fast paced modern music station needs 2 top deejays for employment in September. Sorry—no beginners. This 5 kw station is number one in Maine's largest market. Send tape and complete resume to PD, WJAB, Box 1978, Portland, Maine.

Announcer-salesman—for north New Jersey station. Only those close enough for personal interview apply. WNNJ, Newton, New Jersey.

Opening first week of September for staff announcer. WRAJ, Anna, Illinois. Don Michel, Manager.

Near Chicago indie adding fm to existing am. Highly successful operation expanding. Need announcer with 1st phone. Send particulars to Box 117, WRMN, Elgin, Ill.

Immediate opening for mature announcer with good voice and previous station experience. Prefer New Englander. Excellent working conditions. Group operation. Expanding. Send tape and resume to General Manager, WTWN, St. Johnsbury, Vermont.

Perspicaciously written emcee and deejay comedy patter. For details write B.L. Enterpries, P.O. Box 1, Elkhart, Indiana.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

S.E. Virginia 1000 watt station needs reliable engineer-announcer. Engineering ability first consideration. Detailed resume and tape requested in first letter. Reply Box 918A, BROADCASTING.

Combo man. $100—plus for experienced maintenance man fair announcer. Daytime 40-hour weeks. Ideal Colorado community life. Must have best work references. Box 452B, BROADCASTING.

Opening soon for chief engineer-announcer for 1000 watt eastern North Carolina daytime station. Announcing duties limited. Salary open. Box 456B, BROADCASTING.

Excellent opportunity for combination chief engineer-announcer in southeast. $115.00 weekly salary for right man plus opportunity for advancement to supervisory capacity with salary increase. Send tape, resume, references and photograph if available to Box 494B, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Maryland independent needs experienced engineer with first phone for am fm operation with remote and mobile equipment. Reply in full giving background experience, references and salary requirements. Box 188B, BROADCASTING.

Top grade first class engineer thoroughly experienced for full maintenance two nearby stations excellent Michigan markets. One station directional nights. Prestige chain. Excellent salary for dependable family man. Send resume, photo, recent earnings to Box 510B, BROADCASTING.

Experienced engineer for one of Ohio's leading stations, 5 kw with remote control. Must be good on equipment maintenance. Good salary and broad fringe benefits. Send complete resume with first letter to Box 513B, BROADCASTING.

Announcer-first phone engineer needed immediately for New Hampshire 250 watt daytime station. Good starting salary, permanent berth for right man. Phone, Newport, 101 or 873, WCNL.

Need first phone engineer, small announcing duties, all new Gates equipment. Salary open. WKAI Broadcasting Co., Macomb, Illinois.

Engineer or combo engineer-announcer. Wanted immediately. WVOS, Liberty, New York.

Production—Programming, Others

Traffic manager—female, heavily experienced for major south Florida market. Send photo, resume and references. Knowledge of copy helpful, but not necessary. Box 268B, BROADCASTING.

Experienced newsman or recent journalism school graduate to gather, write and air news. 5,000 watt full time Virginia network affiliate. 3-man news staff, newspaper and tv affiliate. Good base salary, excellent fringe benefits. Write Box 415B, BROADCASTING.

Newsmen—Midwest metropolitan number one rated station now auditioning. Resume, tape, photo, salary to Box 449B, BROADCASTING.

Chicago—growing radio operation with sensible program format needs all-around "take charge" assistant to general manager. Send tape, particulars to Box 467B, BROADCASTING.

Newsman live wire. Background of reporting, editing, with good air presentation. Excellent opportunity at north central metropolitan am-tv stations. Send tape, snapshot and full details about previous experience, and advise salary expected. Confidential. Box 523B, BROADCASTING.

Writer of commercial copy for midwestern market. College graduate with writing experience preferred. Will train. Send resume, samples of work, and picture to Box 527B, BROADCASTING.

Experienced farm director—to prepare and present daily agriculture story in predominately farm market—sorghums, wheat, livestock. Not interested in man to read hand-outs. Car and other necessary tools awaiting the right man. Contact Wendell Elliott, KGNO-Radio, Dodge City, Kansas.

Newsman-announcer to gather, write and air news plus some board work. Daytime station in good single market. Contact Nathan Goetz, KMA, Maquoketa, Iowa.

Rod Roddy now seeking fresh, clever and original writers for a new show starting this fall. Send audition material and qualifications to: Rod Roddy, Inc., KQV Radio, Pittsburgh, Pa.

Have immediate opening in WIRL production department for person with good commercial voice and writing and production abilities. Call Howard Frederick, WIRL, Peoria, Illinois.

Experienced copywriter with some knowledge in production. Must be proficient in writing good commercial copy. Write information to: Mr. William L. Lipman, WLIP, Kenosha, Wisconsin. Just 50 miles north of Chicago on Lake Michigan.

Help Wanted—(Cont'd)

Production-Programming, Others

Local news director. August opening at daytime kilowatt to head established news bureau and work with news writer and three correspondents. Air conditioned quarters, 5 day week, vacation, hospitalization and pension benefits. Apply to William Holm, WLPO, LaSalle, Illinois.

Program director familiar with formula radio, contest, gimmicks, etc. for #1 station in Atlantic City market. Salary open. Contact Howard L. Green, WOND, Pleasantville, New Jersey.

Experienced continuity writer-announcer. Must be outstanding in both. Adult format. Pay Commensurate to ability. Requirement is immediate. Resume, photo, tape. Manager, WSAC, Fort Knox, Kentucky.

Now selecting staff for new television station serving Fort Pierce-Vero Beach, Florida. All departments. On air October 1. Send complete resume to Television Station WTVI, Signal Hill, Ft. Pierce, Florida.

West coast opportunity. World's largest lumber shipping port. Three-station market. Beaches, lakes, moderate climate. Bustling, growing area of 25,000. Only full-time independent. Increasing power. New owners. Sharp, middle-of-road adult programming. Seeking permanent staff, policy-making level, any category. Profit-participation, stock-purchase available. Rush complete story. Big Bay Radio, North Bend, Oregon.

Experienced newsman wanted as part-time assistant in radio news, beginning September. Can take graduate work. School of Journalism, University of Iowa, Iowa City.

Do you want to live in northern California or southern Oregon and work in radio or tv? Write Don Telford, Box 1021, Eureka, California.

RADIO

Situations Wanted—Management

Capable, industrious pd, ce desires manage am (fm). West, midwest. Box 382B, BROADCASTING.

Manager: Will substantiate successful sales and management record from present position. Owner well satisfied, but I seek greater earning potential. Personal sales tops in market, 500,000. Married, stable, excellent reputation, experienced know-how. Confidential. Box 460B, BROADCASTING.

General or sales manager. Excellent sales experience, including Ziv Television. Outstanding copywriter. Good supervisor. Believe prolific use speculation sales tapes. 36, married, college. Box 462B, BROADCASTING.

Manager—strong on creative sales, rating, producing programming, economical operation and FCC procedures. 18 years experience all phases. Early thirties, married, now employed. Box 477B, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager/sales manager presently employed in management, experienced small, medium markets, wishes to make change for personal reasons. Experienced all types formats, strong sales programming promotions, stable, imaginative, sober, married man in early forties, three children. College background, prefer Florida, southwest, looking for solid offer. Available two weeks notice. Box 483B, BROADCASTING.

Available early 1961, general manager-sales manager to buy part or full interest in full-time operation, small to medium market. Trial or option basis acceptable. Let's compare notes and references now. All replies confidential. Write Box 485B, BROADCASTING.

Man experienced in directing varied elements of top market, power station's program department desires step up to management. 12 years radio experience, college degree, married. Prefer southwest or west. Box 504B, BROADCASTING.

Manager-commercial manager: 10 years experience these capacities. Also network and national advertising agency. Best references, solid record of ratings and profits. Box 537B, BROADCASTING.

Husband-wife combo, all phases small-medium market anywhere. Excellent references. Object: Security-permanency. 212 Alleghany St., Clifton Forge, Va. 2147 Shorty King!

Manager-pd-announcer-adult music station, midwest, personal interview. Write John Reed, 5923 Chippewa, Toledo 13, Ohio.

Sales

Hard working announcer-salesman. Ten years radio-tv experience, all phases, seeking position offering mode time for sales work . . . less for air work. College grad., journalism degree. Age 30, single. If you need a self starting individual experienced in all phases of broadcasting, who's interested in eventual management and investment, contact Box 453B, BROADCASTING.

After 15 years AAA1 national sales management, desire return to station or district level midwest or west. Mature self starting producer. Family man. Available September 1. Box 517B, BROADCASTING.

Want to sell, now servicing accounts only. In number one station, major market. College grad., 26, vet. At present continuity director, dj. Experienced all phases. Prefer west coast, but interested in all stations and markets offering opportunity for advancement. Would like air work and/or production in conjunction with sales. Box 533B, BROADCASTING.

D J WANTED FOR NEW YORK CITY

Send actual air check, photo, resume, rating history, and other vital details to:

WABC RADIO

Program Coordinator

39 West 66th Street

New York 23, N.Y.

Do not call — Write

Situations Wanted—(Cont'd)

Announcers

Announcer—pd with country-western leanings. DJ, sales, news, musician. Many years experience. Relaxed radio only. Employed. Box 223B, BROADCASTING.

Four years play-by-play, football and basketball. News: gathering, editing, writing. Box 330B, BROADCASTING.

Young dj, some experience. Will relocate anywhere. Veteran 20, pleasant voice. Ambitious hard worker. Box 386B, BROADCASTING.

Veteran sportscaster radio-television. Authoritative, colorful play-by-play football, basketball, baseball, boxing. 12 years all phases. Solidly commercial. High ratings. Excellent references. Box 394B, BROADCASTING.

Don't miss this bargain. I sell without screaming, am modern without format, top rated without r&r, play-by-play and news. Major market experience. Yours for $125 minimum. Box 401B, BROADCASTING.

Experienced, versatile negro dj available October 1, 1960. College graduate, 40 years, references. Very excellent cultured voice. Will travel. Own record collection. Will accept any reasonable offer. Box 419B, BROADCASTING.

Northwest Texas? Dignified radio? Permanence? Well experienced. 35. Single. Box 434B, BROADCASTING.

Announcer—first FCC licene. Steady. Formula or otherwise. Can relocate. Box 454B, BROADCASTING.

Announcer, experienced, sincere, versatile, seek radio/tv opportunity. Also sports. Box 461B, BROADCASTING.

DJ-news. 2 years experience. Professional training. Presently employed in broadcasting. Heavy on personality dj work-humorous style. Available immediately. Box 463B, BROADCASTING.

Announcer-dj wants major market again. Employed, married, B.A. in radio-tv speech, TV experience. Strong on music. Box 466B, BROADCASTING.

Reducing of staff forced me to leave. Young, alert, dj and announcer. Prefer night time position in N.Y.S. radio station. Hurry. Box 478B, BROADCASTING.

Want an experienced announcer solely to read the news, but with the aplomb, animation and dignity of network announcing? Only stipulation: $85 weekly. Box 479B, BROADCASTING.

Negro disc jockey, 5 years experience in white and negro markets. Have first phone. Single, auto. Box 484B, BROADCASTING.

Announcer. SRT and Ivy graduate, 35. Talented, ambitions, limited experience but eager to learn. Tape and resume. Box 488B, BROADCASTING.

Announcer: Young, alert, 4 years experience all phases. Presently employed. Will run all night show. Excellent references. Prefer south. Box 489B, BROADCASTING.

Play-by-play, accurate, exciting baseball, basketball, football, hockey. Solid experience. Currently employed. Want advancement. Box 491B, BROADCASTING.

Highly qualified news director, sportcaster, and dj with 4½ years experience wishes move to eastern market. College graduate, married, family man. Presently news-sports director No. 1 station in medium market. Current salary $110 weekly. Box 492B, BROADCASTING.

Radio school—3 years experience, 26, married, Dakotas or Minnesota. Box 493B, BROADCASTING.

Talented air-personality, currently employed in leading "top 40" market desires work in the west. Box 497B, BROADCASTING.

First phone announcer. 5 years experience including maintenance. All kinds of programming; vet. will travel. Box 505B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Combination announcer local newsman. Community network station 35,000 market. Box 522B, BROADCASTING.

Young, ambitious, experienced combo, seeking permanent position as dj with swinging top 40 station. Prefer night shift somewhere in northeast. Box 511B, BROADCASTING.

Announcer-newscaster. NYC broadcasting school and Dartmouth graduate. Mature, conscientious individual with professional delivery. Trained all phases radio and tv. Some previous radio and stage acting experience. Tape and resume available. Box 512B, BROADCASTING.

Sincere-sounding, happy swingin', top 40 tight board man. Young, happily married, two children. Sober. Non-drifter. Location unimportant. $85 is my rock bottom, rockin' minimum. Box 480B, BROADCASTING.

DJ newsman—briefly noted. Unlimited potential for spanning the seasons with complete assurances. Box 520B, BROADCASTING.

Announcer, experienced, dependable seeking challenging permanent position presently at #1 station. Married, family, 27, college graduate. Prefer good music; midwest. Employer knows, will supply top reference. Box 519B, BROADCASTING.

"Belay it, men," said F. T. Tatersall. "We'll tarry and hear this dj-newsman." "Let someone else try to make it as a rip-'n-reader. Box 521B, BROADCASTING.

Top jock (have Hooper) in my time slot in major market. Production director, know my news and format radio. $650 minimum with year's contract only. Box 534B, BROADCASTING.

Unique personality, with consistently more audience than all other five stations combined, contemplating stronger challenge, stronger paycheck. Fast, foolish, but warm. Top thirty markets only. Box 542B, BROADCASTING.

Young, ambitious, single dj-announcer desires different market. Employed. Want to learn your way. New England preferred. Box 543B, BROADCASTING.

Morning man, resonant voice. Experienced. Anywhere. 302 West Union Street, Telephone HE 7-4199, Morganton, N.C.

Young businesman—Experienced radio-tv-portscaster. Weekend board shifts. L. B. Productions, 1801 Coldwater Canyon, Beverly Hills, California. Crestview 5-8592.

First phone combo. Available now. Nine years experience, tight production. Family man. Martin Offmiss, 220 Gale St., Akron, Ohio. BL. 3-9308.

Announcer with first phone desires permanent position. Reliable and willing to travel. Dave Tarter, 1174 Hilltop Road, Kansas City 4, Kansas, Finley 2-9157.

Technical

Florida first phone announcer available. $90 minimum. Box 416B, BROADCASTING.

Announcer-engineer, qualified, experienced, one who takes pride in his work, seeking permanent position. Southeast, U.S.A. Please write Box 518B, BROADCASTING.

Good first phone, will train for light board work. Three years broadcasting experience. Box 529B, BROADCASTING.

First phone, 8 years experience am and fm, transmitter and studio. No announcing. Box 532B, BROADCASTING.

Engineer-experienced construction, maintenance, directional am-fm and some uhf tv. Available August 6. Box 539B, BROADCASTING.

West-chief engineer-announcer. Ten years radio. Now employed. Box 571, Lancaster, California.

Situations Wanted—(Cont'd)

Production—Programming, Others

Young, versatile, experienced announcer-program director, 3 years experience, currently employed as morning man-program and sports director southeast network station. Looking for greater opportunity. Prefer Florida or Gulf Coast. Box 284B, BROADCASTING.

Newsman—Write, gather, edit and air. Now employed northeast. On air 8 years. Seeks better radio or tv opportunity. Box 392B, BROADCASTING.

Seeking secure future as pd. Experienced staff, adult dj, play-by-play and on camera tv. Current salary $120. Box 425B, BROADCASTING.

Traditional station—want quality-modern programming? First fifty markets only for young pro. Box 447B, BROADCASTING.

Grad of SRT-TV school looking for start in radio or tv. Any position considered. Box 459B, BROADCASTING.

Want big league news coverage? You provide desire, I'll provide 7 years experience all phases radio-tv news for major market operation. Box 464B, BROADCASTING.

Diligent girl Friday, write commercials, announce, type. Prefers south. Samples and tape. Box 476B, BROADCASTING.

Sports director—7 years experience. Colorful play-by-play all sports. Want heavy sports scheduled in city 100,000 or more. Box 490B, BROADCASTING.

Continuity—Five years experience, all types. Midwest. Family, veteran, 26. Box 499B, BROADCASTING.

Four years in commercial radio. Three in programming and promotion. Strong, mature voice with strong ability to sell on air. Personality shows rated. News experience. Currently in 150-thousand market. Seeking program, promotion or personality position. Box 508B, BROADCASTING.

Program director-disc jockey. Experienced, employed. References. Box 514B, BROADCASTING.

Radio newscaster; presently employed as editor, writer, broadcaster. Background in radio, journalism. Married. Wants position in major market. Box 515B, BROADCASTING.

News director, excellent local news coverage. Play-by-play sports. Experienced radio, tv second largest market. Available August 15. Box 516B, BROADCASTING.

Sick of flash in the pans? Looking for a good solid man for production, promotion, programming, public relations? Experienced all phases radio. Want solid position with responsibility and chance for management advancement. Will relocate. Make your offer good. I'm worth every cent. Box 525B, BROADCASTING.

"Triple-threat" news specialist seeking news directorship in combined operation or featured newscaster role. Skilled radio-tv newscaster, reporter, and documentary specialist with diversified news background. Box 530B, BROADCASTING.

Copywriter-female, 29, 6 years experience (5 with same station) including 4 years of air work assignments. Left for retail advertising job, now desire to return radio in western or southwestern market. Specialize creative, imaginative copy. M. Race, 2787 Northland, Cuyahoga Falls, Ohio.

TELEVISION

Help Wanted—Sales

Number one vhf-tv in medium midwest market now expanding local programming and sales, needs number one local time salesman to assist local sales manager. Moderate salary to start, leading to excellent commission earnings for right man. Send resume of experience, earnings, references to Box 432B, BROADCASTING.

Aggressive hard-hitting, money lovin' tv salesman wanted by station that is among the most top-fifty television progressive in the east. Bonus and incentive plans. Plenty of potential for the right man. Sell and we'll pay! Send resume. Write Box 436B, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Northwest mountain vhf transmitter seeks experienced maintenance and operational engineer. Living quarters, good pay for long hours. Box 333B, BROADCASTING.

Engineer with first class license for 250kw uhf. Experience not necessary. Box 458B, BROADCASTING.

Northeast station has vacancies for exceptionally qualified technician. Top pay in excess of $150. Only superior engineers with first class license considered for these permanent jobs with established company. Box 541B, BROADCASTING.

Transmitter supervisor for southwest U.S. television station. Must assume full responsibility for maintenance and operation of RCATT25BH transmitter. Good pay for right man. KSWO-TV, Lawton, Oklahoma.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C.E., Box 840, Corpus Christi, Texas.

Production-Programming, Others

Newsman for major market station. Must have good on-air background. Interview experience helpful. Be prepared to submit tape or kine. Box 349B, BROADCASTING.

Two-headed genius wanted. Young man, eager to get into the television industry with leading mid-Atlantic operation. Duties involve assisting merchandising-promotion manger, include working on public relations and publicity (willing to take on undesirable chores from time to time), ambitious (no overtime paid) and willing to start near the top (semi-genius). Prefer man with previous experience but will consider recent graduate. Send complete (immodest) resume to Box 403B, BROADCASTING.

Traffic manager. Experienced man or woman. Able to direct full staff. Immediate opening, for responsible person in a top east coast station. Excellent salary, standard benefits. Present traffic manager retiring after five years in this position. Send complete resume to Box 406B, BROADCASTING

TV program director for Florida market. Must be thoroughly experienced. Must know film buying and all-around tv production. Want better ratings. Experienced men only apply. General Manager, WLOF-TV, Orlando, Florida.

Continuity director for major market radio/tv station midwest. Applicant must be able to assume complete control of department. Administrative experience essential. Unusual opportunity for the right man. Send full details by letter to Box 500B, BROADCASTING.

Traffic operations manager, male or female, for network owned and operated television station. Must have good experience. Excellent salary and potential. Send resume to Personnel Director, WBBM-TV, Chicago, Illinois.

TELEVISION

Situations Wanted—Management

Successfully employed tv salesman, 6 years broadcasting experience, part in radio management wants connection in tv sales management. Age 37, married, reliable. Proven record, top references. Box 368B, BROADCASTING.

Wanted: Job with future. 12 years experience most phases radio-tv. Married, 27, degree. Want job to train for executive position. Known as real competitor. Best references. Box 424B, BROADCASTING.

Top, young program-operations man, strong creative sales, now employed major market, nine years experience. Ready for promotion to station manager or assistant manager. South or southwest only. Box 427B, BROADCASTING.

Ridiculous situation—expert sales manager unemployed through no fault of his own. Was #2 man out of 22 network salesmen. 8 years solid experience all phases. Excellent college background. Relocation my expense. Box 531B, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Management or assistant: Experienced television-radio, productive record. Let's talk! Box 535B, BROADCASTING.

Manager-commercial manager: 10 years experience these capacities. Also network and national advertising agency. Best references, solid record of ratings and profits. Box 537B, BROADCASTING.

Sales

Top local tv salesman, educated, executive type, veteran, excellent background. Box 536B, BROADCASTING.

Announcers

Sports director—Radio and/or tv. Eleven years experience all sports. Top commercial delivery. Excellent on-camera appearance. Top man for top sports-minded market. Box 367B, BROADCASTING.

Radio, tv newsman announcer, authoritative, believable delivery. Personal interview available. Box 396B, BROADCASTING.

Award winning aggressive newscaster-writer. College and prep school graduate; 8 years before the lens; now working but need change. Single, will travel; tape, kine and resume. Box 471B, BROADCASTING.

Announcer desires work in tv. 3 years experience. Currently employed. Box 496B, BROADCASTING.

Technical

3½ years experience, transmitter, studio, remote and microwave, installation, operation, and maintenance. 1st phone. Know RCA, DuMont, Raytheon and Marconi. Qualified for small and medium market supervisor. Box 310B, BROADCASTING.

Qualified young man seeks position as studio engineer, have first phone, will travel. Box 469B, BROADCASTING.

Chief engineer. Thoroughly experienced am-fm-tv, directionals. Construction, operating, maintenance, administrative. Family man. Box 473B, BROADCASTING.

Chief—15 years experience in directional am, fm, high and low band full power tv, construction, measurements, licensing, maintenance, etc. Desires new challenge. Box 475B, BROADCASTING.

Production-Programming, Others

Versatile, creative writer-producer-director with four years experience in all phases television from film to production manager. Writing background includes newspaper, magazine, radio copy. Box 450B, BROADCASTING.

News director, now n.d. top am station major market, seeks greater challenge. Ten years radio-tv news. Married, family, own home. Member RTNDA. Salary open. Box 451B, BROADCASTING.

7 years tv news medium market. 32, journalism degree. Desire news directorship larger eastern market. Box 457B, BROADCASTING.

Family man desires permanent position with small to medium size market tv station. Familiar with all phases production and film. 10 years radio-tv experience. Organization, opportunities and salary more important than location. Presently employed. Box 468B, BROADCASTING.

Production-minded director. Nine years radio-tv. Newsman, film, announcing, producer-director. Married, vet, graduate. Currently production manager medium market. Available October 1st. Box 472B, BROADCASTING.

14 years experience in tv and radio. Film director seven years, also program, production, operations manager. Box 487B, BROADCASTING.

FOR SALE

Equipment

New, unused, still in original crating, 10 kw Westinghouse FM-10 amplifier complete with rectifier and power supply. Needs 2.5 kw to 3 kw for driver. $5,000.00 F.O.B. Washington, D.C. Box 280B, BROADCASTING.

For immediate sale: RCA 5kw television transmitter channel 5 RCA transmitter console with TM-5A monitor RCA 3 bay antenna channel 5. RCA WM12 and WM13 demodulators. RCA 10kw harmonic filters (2) channel 5, RCA 10kw diplexer channel 5, 400′ Stainless guyed tower on ground. 800′ 3⅛ transmission line. Sold as package or separately. Box 377B, BROADCASTING.

Multiplex receivers—Bogen RM2—like new. 67kc.—$110 each. Box 431B, BROADCASTING.

800 feet 3⅛ in line, 4 years old, keyed for tv, $80 a length. One Magnecord Voyager, like new, $275. One Ampex 351-2 stereo, $1200. Box 502B, BROADCASTING.

Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1000 each $1050 crated. Radio Station KCHJ, P.O. Box 966, Delano, California.

Schafer delux custom engineering remote control syste complete with two sets of instructions, frequency monitor meters, motor, eleven control relays, used very short time, just like new, packed ready to ship. Price $750.00. Radio Station KLCO, Poteau, Oklahoma.

150′ G 24 Stainless tower on ground with base insulator, code Beacon lamp, two pair side lamps. Fresh prime coat. WCHN, Norwich, N.Y. Phone: 4-9696, 4-2218.

Mobile studios. 1958 Ford parcel truck specially designed and equipped as efficient broadcast unit. Twelve foot interior and high enough to stand. Large windows, heating unit, air-conditioned, wired and has exterior speakers. Condition is excellent. Very low mileage. A steal at $2,000. Also have complete Gates remote control unit for sale in good working condition and 200 ft. tower. Want to dicker? Call General Manager, WELM, Elmira, New York, Regent 3-5626.

Available now—320 foot guyed, type 300, Windcharger insulated tower. Painted year ago. Make offer. WMLT, P.O. Box 659, Dublin, Ga.

Guyed tower—heavy duty Utility type 260 with A-2 lighting. 150′ standing—40′ grounded—190′ overall. Available immediately. Make offer. Radio Station WOKJ, P.O. Box 2667, Jackson, Mississippi. Telephone FL 4-4096.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8″ thru 24″ Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

1—Presto R11A-900C full track, like new, with manual, cables and fittings—$700.00, or make offer. Also 1—Berland-Concertone professional. Excellent condition—$200.00. Radio Parts, Inc., 807 Howard Avenue, New Orleans 12, La.

WANTED TO BUY

Stations

Experienced owner-operators will pay to 300M for right radio station No brokers. Box 358B, BROADCASTING.

Equipment

Need the works: 1 kw fm transmitter, monitor, antenna, etc. We'll buy piece by piece. Box 346B, BROADCASTING.

Good used RCA BTF3B, 3 kw fm transmitter and assc. Eqpt. Inc. Antenna. Box 365B, BROADCASTING.

500-foot Guyed tower. Box 465B, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

A single or two channel console, used. Box 503B, BROADCASTING.

Wanted—One Gates CB11 turntable only. KJLT, Box 778, North Platte, Nebraska.

Want 900 megacycle STL system, complete. Contact R.J. Bitner, Chief Engineer, KRVN, Lexington, Nebraska.

Television mobile truck. Desire used factory-built television vehicle. Do not need cameras or microwaves, etc. WIS-TV., S. C. Alpine 3-8356, Paul Welcome, Chief Engineer.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

3-5 fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood. Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license in six weeks. Classes 9 a.m. to 6 p.m. five days a week. Tuition $300. We have no failures. The Pathfinder Method, 510 16th St., Oakland, California.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 732A, BROADCASTING.

New production service! We do your commercial, promos, intros. Two dozen top voices! Low monthly charge! Get demo tape today . . . Arts, Inc., 1409 4th Street, St. Petersburg, Florida.

Comedy for deejays!—"Deejay Manual," the complete gagfile containing bits, gimmicks, ad-libs, commercials, one-liners, letters, doubles, etc. $5.00. Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Announcers

Top rated Radio station is looking for the right man with experience, for major league baseball play-by-play, football, basketball and year round sports in large metropolitan market.

Send live play-by-play tape, photo, references and complete background.

State present salary.

Send to Box 538B, BROADCASTING

Help Wanted—(Cont'd)

Production-Programming, Others

RADIO - TV NEWSMAN

Major market on Mid Atlantic coast has immediate opening for experienced reporter—writer—broadcaster. Must be familiar with mobile unit and beeper phone operation. Tape, photo, resume in first letter to

Box 374B, BROADCASTING.

RADIO

Situations Wanted—Sales

ATTENTION OWNER!!! I'M LOOKING, HOW ABOUT YOU?

Aggressive, creative, top salesman, in large midwest radio market looking for investment with first options to buy. Family man, 35 years old, with background in Radio, TV, Adv. Agency, and Film Production Studio. Excellent references and resume upon request.

Box 526B, BROADCASTING

Production-Programming, Others

WISH RADIO AND/OR TV

Looking for man to take responsibility? Top program-promotion-announcing-sales-civic leader-might invest.

Write Box 501B, BROADCASTING

TELEVISION

Help Wanted—Technical

STRATOVISION OPPORTUNITY

Qualified engineers and technicians wanted for an initial group connected with Stratovision . . . the pioneering concept of airborne educational television. Applicants should be high school graduates with at least 2 years electronics training in an accredited technical institute or university. Experience in TV testing and operating techniques desired, including maintenance and operation of TV transmitters, video tape recorders and TV monitoring equipment. First class radiotelephone license required, and willingness to fly regularly in commercial type aircraft. Locations are in midwest after training period in Baltimore. These positions offer unique career opportunities with a leader in the electronics industry.

Send resume to: Mr. Guy Wade, Dept. 314

Westinghouse—Baltimore

P. O. Box 746 Baltimore 3, Maryland

Position of Chief Engineer for a successful Radio and Television operation in the third city of Puerto Rico. Knowledge of Spanish desirable but not essential. First class radiotelephone license required, with studio and transmitter equipment experience. Good working conditions. Interested parties send resume with picture to Box 9986, Santurce, P.R.

Help Wanted—(Cont'd)

Production—Programming, Others

BIG MONEY AND BIG AUTHORITY!

TV Program Operations Manager

WHO CAN TAKE OVER AND GET THE RATINGS will find BIG MONEY through a high pay scale and incentive plan based on increased ratings. If you are this man, you will be backed by the alert, aggressive staff and management of a leading Network-Affiliated TV Station in the rich Southeastern Market Area.

Write Box 379B,

BROADCASTING.

Results MEAN MONEY.

WANTED

Television network affiliate in major market seeking male or female with experience in sales research. Prefer someone now engaged in radio or television and who understands the creative side of television research. Unusual opportunity for right person.

Box 507B, BROADCASTING

PROGRAM MANAGER

For leading TV station in large eastern market. To the man who is both convinced and convincing about his status as a professional Program Manager, this is probably the most challenging job opportunity of the past few years. Not a fireman; the man we want will program-manage a notable exponent of sound public affairs activity, which is also a successful commercial operation. Address replies to:

Box 528B, BROADCASTING

EMPLOYMENT SERVICE

MIDWEST JOBS WAITING

12 Salesmen, 1 Salesmgr. 11 Announcer, 2 P.D.s, 10 Engineers, 11 Combo-men, plus production help, currently in our files.
New openings daily
We place in eight Upper Midwest states
Write NOW for application

WALKER EMPLOYMENT SERVICE

Broadcast Division H
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Equipment

Spotmaster

No. 1

In The Tape Cartridge Field

Instant Cueing

For descriptive material, write

BROADCAST ELECTRONICS, Inc.

8800 Brookville Rd., Silver Spring, Md.

or

contact your VISUAL ELECTRONICS man

Presto PB 17c eight hour tape player complete with A909 Pre-amplifier at attractive console. Have two units designed for background music service. Never used, our cost $875.00 each. Make offer to: Karl Troeglen, Technical Director, KCMO Broadcasting, Kansas City 8, Missouri.

NEW

Low cost modulator-oscillator. Convert color or monochrome receivers to video monitors. Low differential phase, wide frequency response, constant time delay. $49.50. Write: TELSON ELECTRONIC PRODUCTS, INC., Rapid City, South Dakota.

MISCELLANEOUS

BROADCAST PRINTING

New Approved

STANDARD BILLING FORMS FOR RADIO/TV SPOT

as recommended by SPONSORS, Agency Financial Groups

1,000—$6.95, 2,000—$11.00, 5,000—$24.00. Check with order. Delivery within 3 days. Send copy for your imprint.

FREEBERN PRESS, INC.

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Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems

For

STUDIO TRANSMITTER LINKS

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5,000 WATT

RADIO STATION

Large Florida Market grossing $250,000 a year. Only $350,000 with 29 per cent down, balance over 5 years. If you are financially qualified and sincerely interested, write:

Box 509B, BROADCASTING

SOUTH FLORIDA GOLD COAST

Fulltime regional. Thirteen years under original owner, who is retiring. Number one rated in booming market.

$500,000

Box 397B, BROADCASTING.

Fla.	Small	Local	$50M	29%
La.	Small	250-w	107M	terms
Va.	Single	1kw-D	80M	25 dn.
Ill.	Single	Daytimer	95M	terms
N.Y.	Single	Daytimer	105M	cash
Cal.	Single	250w	68M	15 dn.
Miss.	Single	250w	39M	15 dn.
Ala.	Metro	1kw-D	175M	58 dn.
Cal.	Metro	Local	175M	29%
Fla.	Large	Regional	165M	cash
Fla.	Large	Fulltime	225M	terms
Mid Atl	Major	Fulltime	330M	25%
Central	Major	Daytimer	415M	cash

And Others

PAUL H.

CHAPMAN COMPANY

INCORPORATED

MEDIA BROKERS

Atlanta Indianapolis Los Angeles
Nashville New York San Antonio
San Francisco Seattle Troy, O.

Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

FAIR VALUE?

That's the Question!

Is it one and one-half times gross? Is it ten times net?

No, it's a combination of many factors including present worth of anticipated future earnings, revenue history, cash flow, depreciation of recapitalized assets, market growth, etc.

Before you negotiate, be prepared with accurate and reliable knowledge of the "fair market value" range.

HOWARD S. FRAZIER, INC.

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Tv and Radio Consultants — Licensed Brokers

To BUY or SELL a Radio or TV station, contact

PATT McDONALD CO.

Box 9266 — Ph. GL. 3-8080
Austin, Texas; or
Jack Koste, 60 E. 42nd. NY 17, NY
MU. 2-4813

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INCORPORATED

Brokers — Consultants — Appraisers

RADIO-TELEVISION STATIONS

Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations

Security Bldg. Davenport, Iowa

STATIONS FOR SALE

ROCKY MOUNTAIN. Exclusive. Full time. Absentee owned. Serves a trade area of 30,000. Has had an annual gross average of $80,000 per year for the last 5 years. Asking $80,000 with 29% down.

NORTHWEST. Full time. Large and growing market. Long history as profitable operation. Asking $200,000. 29%.

CALIFORNIA. Powerful and profitable daytimer. Market of over 100,000. Asking $300,000 with 29%.

WEST NORTH CENTRAL. Daytimer. Doing $12,000 a month. Asking $150,000 with 29% down. Profitable.

CALIFORNIA. Daytimer. Market of 50,000. Absentee owned. Has had management problems. Asking $50,000 with $10,000 down.

JACK L. STOLL & ASSOCS.

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Dollar for Dollar

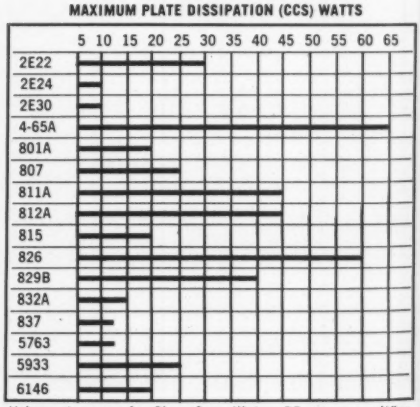
you can't beat a classified ad in getting top-flight personnel

SYLVANIA SMALL POWER TUBES

No magic, no secrets, no foolin'. Conservatively rated, Sylvania small power tubes have plenty in reserve. For one thing, there's the outstanding Sylvania reputation for providing quality. The kind of quality that means long-life expectancy, lower tube costs per hour of operation, reduced maintenance time. For another, there's Sylvania power tubes' *high reliability* for maximum assurance of on-air continuity.

Call your Sylvania Industrial Tube Distributor for prompt service. He has plenty up his sleeve—one of the widest lines of tubes for broadcasting available. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 128, 1100 Main Street, Buffalo, New York.

POPULAR SYLVANIA SMALL POWER TUBES
MAXIMUM PLATE DISSIPATION (CCS) WATTS



Values given are for Class C oscillator, RF power amplifier

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**

OUR RESPECTS TO . . .

Alvin Earl Unger

Alvin E. Unger one day this summer after 55 minutes with a prospective client emerged with his signature on a contract to sponsor a filmed series.

An easy sale, Mr. Unger admits, but one that took more than 55 minutes: "I was busy for three exhausting hours beforehand meticulously gathering all the facts there were. After I got back to my hotel that afternoon I sprawled across the bed utterly fatigued."

This is how Al Unger, vice president in charge of syndication at Independent Television Corp., New York, works. As Mr. Unger philosophizes: "The easy sale usually is the one on which you work the hardest."

As a trained sales expert who can be considered an authority and pioneer in tv syndication, Mr. Unger sparked a sales unit at Ziv to which he devoted a substantial part of his career. With colleagues there, Al Unger got across a new image for syndication salesmen. In early radio years, he recalls radio transcription salesmen had a poor reputation: "Stations would be urged to lock everything up and to send all the girls home before the transcription salesman got into town."

Serious Sell ■ Mr. Unger helped change all this. At Ziv he, along with others, established a sales training program that discarded hit-and-miss selling for seriousness: "The salesman," Mr. Unger would tell his colleagues, "must represent the company—on the road he's often *the* company." By early 1949, Ziv had a training schedule down on paper blocking out a full week's attendance. Today it still is used by many syndicators as basic to training programs.

Given typical home-grown advice, Mr. Unger tells his new sales people that they are being hired as " 'account executives' and when you bring in your first sale, you'll qualify to earn the title of 'salesman'." Mr. Unger says *salesman* with a reverence applied to the profession over a 20-year period of dedication.

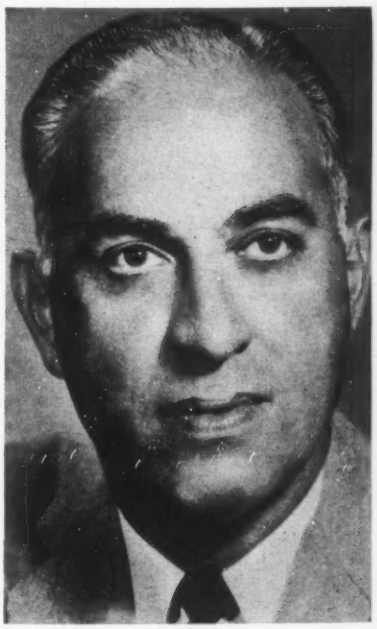
Alvin Earl Unger was born in Cincinnati on Sept. 29, 1911, was educated in local schools and attended U. of Cincinnati night classes.

Even then he showed grit and tenacity. In 1928 he graduated from high school having established himself as the only circulation manager for the class annual who could claim to have oversold (actually an excess in money).

At night, Mr. Unger studied business administration and merchandising while during the day he was a shipping clerk at a specialty store. When he became a window trimmer that job took up many nights and he had to stop his study.

In 1933, Mr. Unger had progressed from Cincinnati to Indianapolis to become a store superintendent and a year later was back home as a fur salesman, followed later by a stint selling soft drink franchises. In the fall of 1939 Alvin E. Unger went to the Frederic W. Ziv Co. as a salesman. In early 1941, he became sales manager and a year later vice president in charge of sales. In 1943 he left for three years in the army as an artillery master sergeant in the European Theatre of Operations.

Sales Saddle ■ Back from the war he was assigned in 1945 to open and operate Ziv's first radio office in Chicago. In October 1948 he was transferred to New York where Ziv had purchased World Broadcasting (transcriptions) and was sampling tv syndication. He was in New York for three years, returning to Cincinnati in 1951 and becoming in the fall of 1955 vice president in charge of radio and tv in Chicago.



AL UNGER
Tv syndication pioneer

In August 1958 he resigned his Ziv post and after a short rest was back in the sales saddle again as general manager of administration in New York for Independent Television Corp.'s subsidiary Arrow Productions. A year later he took over special projects for ITC and in 1959 was elected vice president in charge of syndication, a post which brought him deeper into policy.

In Mr. Unger's eye, the syndication chief ought to keep in touch with his market. He says it is "dangerous" to anchor oneself in New York, that one must get out to talk to advertisers and stations over the country. Immobility, he explains, leads to a "narrow perspective." To widen his, only this summer he devoted six weeks to frequent field trips (including selling trips).

Image Factor ■ The chief ought to keep up with television. Stations, he has found, now seek an image as well as ratings, citing ITC's remarkable reception for its syndicated *Ding Dong School*. Stations, he continues, want quality series but ones that fit in with a station policy—they may not seek to buy product only for ratings.

Away from his office in the Look Bldg. on Madison Ave., Mr. Unger commutes to a suburban Long Island home (at Manhasset). He bowls a little to tone up physically, is an ex-golfer who is partial to the Caribbean (Nassau, Jamaica, etc.) for holidaying with Mrs. Unger, the former Suzanne Lanigan of Cincinnati to whom he was married in 1937 (they have two children, Mike, 16, and Holly, 9).

Mr. Unger remembers his first broadcast sale to a furniture retailer in Paducah, Ky., in December 1939 and can recite price, episodes and title and other details of the transcription program deal. And he recalls the many which followed, even one in Detroit where a brewing company as a gag had an actor pose as an official hard of hearing who during the presentation kept asking Mr. Unger to turn up the volume until the dialogue and the program itself became "indistinguishable." There was another in which the advertiser (a woman) took ill and retired to her boudoir taking with her a retinue of officials. Equipment was set up and the presentation made and contract signed by a client sitting up in bed.

Fate of the post-'48's

WHETHER there will be a flood is a question that may be argued both ways, but there is no question about Warner Bros. having gouged out the biggest hole thus far made in the dam that has been holding post-1948 motion pictures away from television.

There have been some substantial leaks in the dam before, but Warners is the first of the present-day Hollywood majors to breach it. The precedent of the mid-1950s, coupled with Hollywood's historic respect for the big buck, makes it easy to think that other major producers will soon be in line offering at least some of their own post-1948 product to stations and advertisers. Indeed, 20th Century-Fox already is moving quietly in that direction.

There is much less certainty, however, about the volume of post-48 films that will be offered. If we read the signs correctly, stations would lose nothing by going on the assumption that the "new" movies will not be swamping them in the carload lots that were common when the pre-1948 dam broke in 1955 and 1956. The majors are apt to be more cautious this time—and certainly the packages will be more expensive.

There are several reasons to expect the majors to move more slowly this time. Quite likely they will probe around, at least at first, to see how many features the market can absorb. In many areas the market is relatively tight; many substantial users of feature films are in no hurry to add new titles, even post-1948 editions, to what they already have.

Pay television is bound to be another factor. It must be clear now that pay tv's potential for the movies will not rival free television's any time soon. But moviemen haven't given up on it, either.

Their dilemma, then, has three horns. They must try to avoid (1) glutting the market and driving down prices; (2) waiting too long and missing television sales that could be made now, and (3) not waiting long enough to enjoy the returns from pay tv if it comes.

Nobody's business but their own

MORE AND MORE it appears that the federal government wants to be the program director of the American broadcasting system.

Take the case of the FCC's telegram to three Little Rock, Ark., television stations last week.

Acting upon one complaint from a Republican resident of Little Rock, the commission majority advised the stations that they were wrong in broadcasting local political programs instead of the Republican national convention on the eve of the Arkansas primary.

The FCC said it appeared that the stations had violated the fairness provision of the political broadcasting law by carrying full coverage of the Democratic convention two weeks before and rejecting one night of the Republican convention last week. The commission said it recognized that the Arkansas primary had local importance but not enough to justify eliminating part of the Republican convention in favor of programs featuring candidates on whom Arkansas viewers would be voting the next day.

We find here the spectacle of seven members of a federal agency deciding what Arkansas viewers ought to see. It is precisely the kind of spectacle that the writers of the First Amendment thought they had permanently outlawed.

The four Republican commissioners who voted to send the telegram have obviously accepted the concept that the FCC is empowered to determine what kind of a political program is suitable for Little Rock.

The two Democrats who dissented indicated no objection to that view. They reached judgments favoring the stations, but to do so they had first to accept the principle that they and their fellows were in a position to judge whether the stations were right or wrong.

The third Democrat issued a separate statement concurring with the commission's decision to ask the stations for an explanation but saying he felt the FCC had inadequate facts upon which to base its assumption that the stations had been unfair.

Plainly the FCC's acceptance of its role as political program manager of 5,000 broadcasting stations is unanimous.

In fairness we must say that the role has been thrust upon the FCC, although we have noticed few signs of any struggle to reject it.

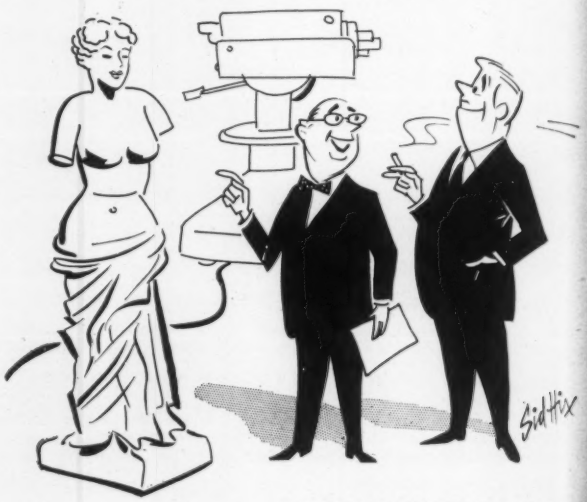
It is the U.S. Congress that has kept the FCC in the program manager's chair. By stubbornly retaining some of the controls of Sec. 315, the political broadcasting law, the congress has insisted that the FCC meddle in editorial decisions that properly belong to the broadcasters themselves.

Some broadcasters—but not enough—have made valiant efforts to obtain repeal of Sec. 315. These efforts have achieved some relief in the amendment of 1959 and they promise more in the probable suspension of the law as it pertains to presidential and vice presidential candidates during this campaign, a measure that has passed the Senate and is expcted to get through the House after the recess.

But until Sec. 315 is entirely off the books, the FCC will continue to get into the act as it did in Little Rock last week. We would think more of the commission if it showed more signs of wishing to stay in the wings, and we would be prouder of some broadcasters if they joined their fellows in the long struggle for repeal of Sec. 315.

THE renewed fight for repeal of the political broadcasting law must await the seating of a new congress next year. Meanwhile, broadcasters must do as alert and adult a job of political journalism as was done on the two party conventions.

The job will not be easy. It is plain that both parties intend to take their campaigns to the air. The struggle for position on television and radio will be intense. If broadcasters handle political presentations with editorial vigor and intelligence, they will compile a record of accomplishment on which to base their case for full freedom.



Drawn for BROADCASTING by Sid Hix

"We're using her for those 'keep your hands out of harsh detergent' spots!"

THE SPOT THAT REFRESHES

Emmett Kelly and Coca-Cola have teamed up to present one of the most refreshing, imaginative spot campaigns on television today . . . Another example of a big time product using a big time medium – spot television.

Coca-Cola bottlers buy spot because it meets specific sales climates. You don't have to be a giant like Coca-Cola to make spot work for YOU.

Call your nearest H-R man. He'll add a refreshing touch to your market-to-market ad campaigns.

H-R *Television, Inc. Representatives*